ACCESS ALBERTA

Ninth Annual Report

April, 1981-March 31, 1982

ACCESS

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Board of Directors

ACCESS

Alberta Educational Communications Corporation

ACCESS is the registered trade style of the Alberta Educational Communications Corporation. This corporation was established by provincial statute (Bill 45, The Alberta Educational Communications Corporation Act) assented to May 10, 1973 and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production and distribution of educational programs and materials can take place. Aside from self-generated revenues, ACCESS is funded by provincial government grants.

Board of Directors

Alberta Educational Communications Corporation

	Appointment Until
Chairman	
Dr. Jack Snedden, Medicine Hat	October 17, 1982
Vice-Chairman	
Dr. Fred Terentiuk, Calgary	October 17, 1982
Ms. Nancy Avery, Fort McMurray	January 1, 1985
Dr. Paul Donahue, Edmonton	October 29, 1982
Mrs. Leona Edgar, Olds	March 31, 1983
Ms. Donna Fraser, Calgary	April 1, 1983
Dr. James S. Hrabi, Edmonton	October 29, 1982
Mrs. Carrie Hunter, Banff	October 17, 1982
Mr. Jack J. Kane, Edmonton	November 5, 1983
Dr. Earl Mansfield, Edmonton	March 31, 1982
Mr. K. Dean McMullen, Vermilion	March 30, 1983
Mr. Ken Murricane, Edmonton	October 29, 1982
Mrs. Annette Nelson, Grimshaw	March 31, 1983
Dr. Mike M. Sereda, Edmonton	March 31, 1983
Mrs. Eleanor Thomson, Calgary	November 5, 1983

President
Mr. Larry Shorter

Secretary
Mrs. C. Joan Ward

Letter of Transmittal

October 1, 1982

The Hon. Dr. Neil Webber
Associate Minister of Telephones
Government of Alberta

The Hon. James D. Horsman
Minister of Advanced Education and Manpower
Government of Alberta

The Hon. David King
Minister of Education
Government of Alberta

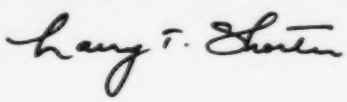
Gentlemen:
We have the honor to present the ninth annual report of the Alberta Educational Communications Corporation, known as ACCESS.

This report covers the period from April 1, 1981 to March 31, 1982 which parallels the fiscal year of the Corporation.

Respectfully submitted,

Dr. Jack Snedden
Chairman, Board of Directors

Mr. Larry T. Shorter
President and Chief Executive Officer



President's Report

Our ninth annual report is somewhat longer than usual because of extensive program acquisitions and renewals throughout the year.

The ACCESS mandate is ". . . to produce, acquire and distribute educational media materials." Our production and distribution functions tend to attract more attention than our acquisition activities. Actually, we undertake production only as a last resort. Generally it is much more economical to rent a good program produced by someone else than to build it ourselves.

Each year a list of needs and priorities is identified by the various educational agencies we serve. We begin by combing the Canadian and international markets for programs which address those needs. Hundreds of programs are brought in for preview and assessment by curriculum specialists from across the province.

Programs considered suitable must then be judged as to their useful life and desired means of distribution. Should we purchase one-year rights or five-year rights? Should we acquire broadcast rights, videotaping rights, or both? Should we acquire Canadian rights, Alberta rights, or just regional rights? Then the price negotiations begin.

Meanwhile, programs we have acquired in earlier years must be reviewed to see if their usefulness warrants the costs of renewal. Are teachers continuing to use the program? Do they rate it highly? Has the content become dated? Which rights should be renewed and which should be allowed to lapse?

This same procedure must be followed as well for programs produced by ACCESS in earlier years. While we may own the programs, their further use is limited by time-certain agreements with writers, performers, musicians and composers. Individual payments must be made to these people if further use periods, or wider distribution rights, are indicated.

Newly acquired programs must then be catalogued, and/or scheduled for broadcast. Holders of videotape copies of programs which have not been renewed must be informed that usage rights have lapsed.

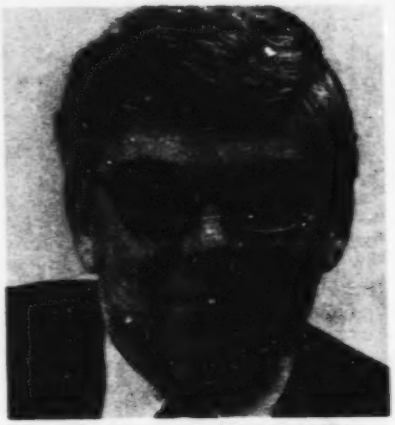
The whole task is complex, massive and demanding.

Appendix D itemizes the outside programs we have acquired or renewed this year — at a total cost of $474,927. Last year's comparable figure was $51,592 — a freakishly low sum resulting from two unusual circumstances: there were not many good programs which addressed our unique priorities that year, and remarkably few of our previously acquired programs came up for renewal.

The cost of extending the rights of our own productions is included in the $274,580 item labelled "Copyrights, clearances and residuals" in Appendix K. This compares to $101,389 in the previous year. It would appear that our own productions are acquiring a longer shelf life.

In summary, ACCESS has been constantly building a valuable inventory of thousands of video and audio programs available freely to every educational institution and public service agency in the province. One measure of the value of this inventory to the people of Alberta can be found in our Media Resource Centre report. ACCESS provided 60,155 videotape copies to its clients this year, up 21% over the previous year. Statistics on the total number of students viewing these copies are not available, but clearly they total in the millions.

Other highlights in the year include the maintenance of our record production rate of '80-81, the winning of the Japan Prize for the best elementary school radio program in world competition, the finalization of arrangements to move our Calgary operations to modern new premises in 1983, and significant progress towards our five-year plan for ACCESS to become an educational communications utility employing satellite distribution.



Another important change was the naming of the Hon. Dr. Neil Webber, Associate Minister of Telephones, as a third member (and chairman) of the Alberta Educational Communications Authority, our provincial regulatory agency.

In September of 1981, I informed the ACCESS Board of Directors, and the Lieutenant Governor-in-Council, that I would not be seeking another term as President of ACCESS. As I leave in September of 1982 I will have served three terms — nine years — since my appointment as founding president in 1973. There are challenging new opportunities I wish to pursue.

I leave confident that ACCESS is a well-established, useful organization and extend my hearty congratulations to Peter Senchuk, the incoming President.

I owe a great debt to hundreds of hardworking, resourceful ACCESS colleagues; to the dozens of dedicated citizens who have served as ACCESS Directors since 1973; and to the two Board Chairmen I have served — Mr. Justice Micheal O'Byrne and Dr. Jack Snedden. All have given me unflagging support and some exciting, fulfilling years.

Larry T. Shorten

Preparing to film an airlift rescue for *Aero-Medical Transportation*.

Program Services Division

General Manager	R. Bigsby
Director, Higher and Further Education	C.D. Ledgerwood
Director, Early and Basic Education	R. Robertson
Director, Supplementary Role	J. Campbell
Director, Special Projects	I.R. James
Associate Director, Field Services	W. Schimeck
Associate Director, Interactive Programming	R. Sawchuk
Associate Director, Project Management	T.S. Kernaghan
Managing Editor	J. Smith

During the 1981-82 period the Programming Services Division maintained its activities in developing programs in radio, television and multi-media formats. While the major emphasis during 1981-82 was on maintenance of services, a number of changes took place within the Division to increase the cost effectiveness of programs and to meet changing program demands.

To more effectively integrate all programming activities, the Division took responsibility for Special Projects, which had previously reported directly to the President.

To meet an increasing demand for information about computers and for computers the Interactive Media Group, structured during 1980-81, was augmented by one full-time staff member at the associate director level and integrated into the Program Services Division.

To meet the demand for printed material to accompany many ACCESS programs, the Division employed an editor whose primary responsibility has been the production of the student and teacher guides which complement video and audio programs.

During the reporting period the Division was comprised of the following four Branches:

1. Directorates of Programming
- Higher and Further — coordinates development and production of programs for universities, colleges, technical institutions and continuing education.
- Early and Basic — develops, produces and acquires programs for age groups ranging from pre-school to adult.
- Supplementary Role — serves the programming needs of clients not designated as principal role.

2. Field Services
- Acquisitions & Scheduling

3. Print Support Materials

4. Special Projects

In addition to instructional and informational materials for use by individuals and small groups viewing or listening to audio or videotapes ACCESS produces a number of programs designed for broadcast.

During this reporting period ACCESS produced an experimental series of special programs for distribution via the Anik "B" satellite. These were both pre-recorded and live, with a provision for audience participation via telephone.

Higher and Further Education

Director: C.D. Ledgerwood

The Higher and Further Education Branch is responsible for coordinating the development and production of programs for universities, colleges, technical institutes and further education councils throughout Alberta. During the past year, a working relationship was also established with the five Educational Cable Consortia who are now coordinating post-secondary offerings in various regions of Alberta.

During the reporting period, 26 video, radio or multi-media projects were completed. Six videotape series were acquired, including four series relating to micro-computers. Consistent with the priorities suggested by Alberta Advanced Education & Manpower, a high proportion of activity was in the areas of trades, technologies and paramedical professions.

Projects completed during the past year were:

Roadbuilding Fundamentals
1 x 20 minutes video
3 x 10 minutes slide-tape
This is direct instruction programming for use in the training of heavy equipment operators.

Primer
7 x 30 minutes video
This series was produced as informational support for parents, foster parents and others interested in the care and treatment of persons suffering from mental retardation.

Huntington's Chorea
1 x 30 minutes video
This production provides an understanding of Huntington's disease and how to cope with it.

Computer Managed Learning at SAIT
1 x 20 minutes video
A co-production with the Southern Alberta Institute of Technology, utilizing leased "slim & trim" electronic field production equipment, this program explains how SAIT is using computer managed learning.

Power Engineering at SAIT
1 x 20 minutes video
This videotape introduces and explains SAIT's vocational training program for power engineers.

Nursing Assistant's Program
1 x 30 minutes video
Completed for the Alberta Vocational Centre at Edmonton, this program is designed to explain AVC training programs for nursing aides and orderlies.

Speak Up
13 x 30 minutes audio
This print supported series is designed to help intermediate level classes in English as a second language.

Early and Basic Education

Director: R. Robertsom

The Early and Basic Education Branch was responsible for coordinating the development, production, and acquisition of learning resources for children, their parents and their teachers. As a result, the Branch prepares programs for all age groups from pre-school to adult, in a wide range of subject areas, and for a variety of educational purposes from enrichment to course materials to teacher and parent in-service.

To pursue this mandate, the Branch produced television, radio, multi-media and slide-tape programs for broadcast, as well as for videotape distribution.

The Branch maintained close ties with the educational community. There was an especially close relationship with Alberta Education, which served to identify needs and establish priorities, enabling the development of resources to meet these needs as well as effective utilization patterns.

Early Education

Early education programming was aimed at three-to seven-year-olds and their parents and teachers. Several in-service projects were completed for use by early education professionals.

In addition, ACCESS completed a 13-program series called *Come With Me* designed for three- to five-year-olds.

A radio series *Just Because We're Kids* continued, integrating Alberta Education Early Childhood Services philosophy of programming for children and their families. This program was broadcast over ACCESS Radio CKUA.

Basic Education

This section was concerned with the preparation of learning materials for school-age audiences and teacher in-service. During the reporting period, ACCESS devoted 45% of its principal role resources to projects in this area.

Close liaison was maintained with the Alberta Education Curriculum Branch, Second Language Services Branch, Special Education Branch, and Correspondence School Branch, to plan, develop, produce and acquire programs. Some of the more significant were:

Computer Literacy
A multi-media series being developed for elementary students in Alberta which gives an introduction and history of computers and their applications in society.

Apprendre En Francais
A multi-media kit designed to provide in-service support to teachers of French Language Arts.

High School Storytellers
This broadcast radio series presents stories written by high school students in Alberta. The programs are supported by a print component dealing with the creative writing process.

Alberta School Broadcasts

The Canadian Broadcasting Corporation continued to make air time available on their television network as a service to Alberta schools. The broadcast time was 10:00 - 10:30 a.m. daily. ACCESS scheduled programs for this time on Mondays, Wednesdays, and Thursdays.

Programming was developed, produced and scheduled by separate agreement with Alberta Education and by working closely with its representatives. Where programs were used from the existing ACCESS inventory, rights were acquired or renewals of rights were gained as required.

Supplementary Role Programming

Director: J. Campbell

The Supplementary Programming Branch has completed its second year of operation as a directorate established to serve the programming needs of clients not designated as principal role clients.

Under this mandate, Supplementary Role programming provides direct and indirect cost support for the educational objectives of:

- Alberta Culture;
- Other provincial government departments, such as Agriculture, Consumer and Corporate Affairs, and Social Services and Community Health;
- Provincially supported institutions, such as Fort Edmonton, Glenbow Alberta Institute, Heritage Park, Theatre Calgary, and The Citadel Theatre;
- Special provincial projects.

Of the ten projects accepted by Supplementary Role Programming in 1981-82, all were initiated, and most saw completion of their research and development phases. Three were researched, developed and produced during 1981-82:

FjPi: The Strathcona Archeological Site
1 x 30 minutes video
Proposed by Archaeological Survey of Alberta, Historical Resources Branch, Alberta Culture, this program provides information about the Strathcona Archaeological Centre, located on the banks of the North Saskatchewan River, east of Edmonton, where once the province's early inhabitants established a stone tool workshop.

Images in Time: A Basic Guide to the Processing and Preservation of Historical Photographs
A 56-page book, liberally illustrated with historical photographs from the collections of the Provincial Archives of Alberta, was jointly produced by ACCESS and the Provincial Archives, Alberta Culture. Prepared primarily for the use of curators and archivists of small museums and archives, it offers practical information about the care of collections of historical photographs.

Audition Tapes
12 x 15 minutes video
Produced in co-operation with Alberta Culture, Performing Arts Branch, each of these programs features a top Alberta performing artist.

Seven projects, which were in progress during 1981-82, will continue during 1982-83 in various stages of planned implementation:

Children and the Visual Arts
Art Kits for Schools
Staff Orientation Slide-Tape, Alberta Culture
Intercultural Communication
Ukrainian Cultural Heritage Village
Teenagers and Alcohol
Studio: Work in Progress

Several new proposals, both audio and video, were accepted for development by the Supplementary Programming Branch. These projects deal with such diverse areas as social problems, performing arts, historical resurces, and Universiade '83.

Field Services

Associate Director: W. Schimeck

ACCESS maintains Field Services offices in Grande Prairie, St. Paul, Red Deer, and Lethbridge, as well as in Calgary and Edmonton. During the reporting period, field services specialists took part in 1,781 client-related activities, such as conference presentations, staff meetings, and consultations with individual educators. The presence of regional Field Services offices has enabled ACCESS to respond rapidly to traditional and emerging client needs regarding educational media.

Major initiatives undertaken by the Field Services Branch during the reporting period included:

Alberta Catholic School Trustees Association Conference
Field services specialists took part in the planning of the conference and staged two major presentations.

Utilization Project at University Elementary School, Calgary
Field Services loaned the school a substantial amount of video equipment and tapes and arranged for an in-depth evaluation of the impact of innovative technologies on teaching styles.

Ecole Internationale, Bordeaux, France
One of the field services specialists attended a month long course on the management of educational media. His participation has resulted in an invitation to teach part of the course in 1983.

Local Productions
The Field Services Branch has the capability to produce and edit small format video programs. A number of programs were prepared for schools and further education councils.

Utilization Projects
Each Field Services office has a pool of audio and video hardware and tapes for loan to educational institutions. Such loans provide ACCESS clients with the opportunity to experiment with educational television and radio without investing considerable sums of money, though many of the projects are so well received that the school or agency involved decides to purchase its own equipment. During the reporting period, field services specialists managed over 120 utilization projects.

Educational Computing
During the reporting period, field services specialists conducted a number of workshops on the use of micro-computers for educational purposes. Such workshops often included the participation of a consultant from Alberta Education.

Special Projects
Director: I.R. James

The Special Projects Branch is responsible for managing, co-ordinating and implementing a limited number of developmental corporate initiatives in innovative, experimental and extra-ordinary projects to keep the Corporation informed in the rapidly changing field of educational technology. A pragmatic approach to special projects allows theory to be blended with practice, and field experience to be rigorously evaluated.

Special projects are carefully integrated with the Corporation's Five Year Plan and provide "hands-on" experience with newer learning systems. This has been a very productive and successful year with a considerable increase in the understanding of new technologies and systems by staff and the educational community at large.

Project Outreach
After extensive liaison with the federal Department of Communications, ACCESS secured the use of an uplink facility that allows television programs to be transmitted to the Anik "B" satellite some 23,500 miles above the equator. Using the Edmonton studio, six hours per week of fully interactive satellite programming was provided either to cable systems or directly to the following sites:

Edmonton Educational Cable Consortium
Calgary Educational Cable Consortium
Grande Prairie Educational Cable Consortium
Edson and Hinton Educational Cable Consortium
Peace River Adult Education Centre
Grouard Alberta Vocational Centre
High Level High School
Fairview Agricultural College

Students at home or at the various centres were able to phone in on a toll-free line directly to the studio to discuss problems with the instructor, or to make constructive comment about the program. The *Project Outreach* broadcast schedule by participating organizations is shown as Appendix G.

This innovative style of delivery, using a simple, low cost production format has been extremely well received by the audiences of *Project Outreach*. An intensive evaluation of the six-month experiment began during the fiscal year and will be available in the summer of 1982.

Project Outreach commenced in January of 1982 as the third phase of ACCESS experimentation with satellite technology on Anik "B". Alberta's first interactive satellite press conference inaugurated the service and the audience has made full use of the interactive capability of the system to question instructors as they present their educational programming.

Bandwidth
In keeping with the Special Projects mandate to educate decision-makers about the potential of educational technology, this newsletter published four issues in the reporting year. A special issue was devoted to the Alberta Association for Continuing Education, and *Bandwidth* drew contributions from several ministers and senior educational administrators. In order to meet the demand for back numbers no longer in print, a selection of the best articles from the first five issues was reprinted as a reference edition.

Interactive Programming

Associate Director: R. Sawchuk

As an educational communications corporation, ACCESS has followed the development of the micro-electronic revolution with great interest. Developments such as the emergence of the micro-computer, video-text, video-disk players and the refinement of existing communication modes such as side band (SCMO) and satellite broadcasting promised to revolutionize educational communications.

To deal with this new technology, the Corporation set up a special committee in 1980 to evaluate and work with the more significant of these new communication devices. Entitled the Interactive Media Group, the committee was drawn from the programming, production, technical and field services sections of the Corporation.

As the group gained experience, it became obvious that these technologies would play an increasing role in education. Accordingly the committee focussed on three areas during the reporting period. First, it intensified its efforts to increase staff expertise in these new media. Field services personnel received university training in micro-computer use and were provided with equipment to further develop their knowledge (one member took sabbatical leave to develop design skills in the area of interactive programming). Plans were made to greatly increase the number of staff workshops in computer and related areas.

Second, the group made plans to begin working in the area of general computer literacy. Ultimately the video series *Fast Forward; Little Computers, See How They Run; Business Computing Made Easy*, and *Basic Training* were acquired. The group also worked with Alberta Education in developing a computer literacy project.

Third, the group recommended that the Corporation agressively recruit personnel with educational expertise in this area and combine these new people with existing staff to create a coherent unit with planning, design, development, production and utilization strengths. This recommendation for the establishment of a permanent unit was implemented in November with the hiring of an associate director of interactive programming.

Steps were immediately taken to identify the needs in general computer literacy which could be met by the Corporation. This was done through a series of province-wide meetings with basic and post-secondary educators and administrators. Key contact individuals were identified in all school districts and post-secondary requirements were designed.

The new unit also implemented an electronic mail system between the various field services offices in the province. A program of staff training about computers was implemented to enable as many employees of the Corporation as possible to become computer literate.

During the reporting period seven television programs were produced for satellite broadcast via *Project Outreach*. These programs were designed to make educators aware of the potential of computers in the classroom.

Project Outreach opening program: "Interactive Press Conference," January 18, 1982.

Print Support Materials

Managing Editor: J. Smith

As mentioned in *The Eighth Annual Report, April 1, 1980 - March 31, 1981,* the production of project-related print materials had increasingly become a line rather than a service function in the Corporation. Thus, the coordination of such services as consultation, writing, editing, design, and printing was transferred from the Communications and Marketing to the Program Services Division.

The 1981-82 reporting period saw the publication, through Program Services, of nine teacher guides, four student guides and four reader guides. In addition, one teacher guide and three reader guides were reprinted in response to popular demand. Accordingly, titles newly available included:

Apprendre En Francais (three booklets)
Bow Summit Field Trip (teacher and student guides)
The Garage Gazette
Harriet's Magic Hats
Images in Time
Johnston Creek Field Trip (teacher and student guides)
Know Your World
Musical Composition
Senior High Language Arts
Speech and Debate
Write Here! Write Now! A Guide to High School Storytellers

Project Management

Associate Director: T.S. Kernaghan

Project Management was introduced to improve staff capacity to manage resources allocated to the development and production of media materials. The Project Management unit, commonly called the Secretariat, acts as a focus of activity relative to project, scheduling, resource commitment and monitoring. As a resource for project managers, the Secretariat accepts responsibility for:

- Providing information on the documents and formats required for project authorization;
- Vetting project proposals prior to submission to a monthly program meeting;
- Recording project expenditures;
- Assisting project managers in analysing their individual projects and communicating potential problems to the appropriate director and the monthly program meeting executive;
- Assisting the project manager as may be required in securing pledged resources;
- Assisting the project manager is dissemination of project related information including cash flows and timelines.

The unit consists of an associate director, a project supervisor and two production accountants. The Secretariat exists as a distinct unit within ACCESS and is not aligned under any single division. The Secretariat is, however, functionally responsible to the chairman of the monthly program meeting executive.

Highlights of the reporting period included the development of a handbook of procedures to be followed in managing projects, which outlines in detail the budgeting and administrative procedure to be followed under Project Management. Also developed during the reporting period were the functional specifications for a data collection and management system for monitoring project production, personnel, expenditures, and timelines.

Production Division

General Manager	D. Nachtigall
Station Manager, CKUA	E. Kilpatrick
News Director, CKUA	R. MacDonald
Production Manager, CKUA	J. Rollans
Operations Manager, CKUA	J. Runge
Script Development Manager	G. Cook
Production Manager, Edmonton	J. Smither
Production Manager, Calgary	V. Marsh
Operations Manager, Edmonton	R. Lazlock

The Production Division of the Corporation, in response to educational objectives developed by the Program Services Division, provides a variety of media services. While the majority of projects during the reporting year were completed as video or audio programs, a significant number included print and slide-tape components. The output level of the production departments in Edmonton and Calgary continued at the same level as in the two previous years. Forty-six television and multi-media projects, the equivalent of 257.6 half-hour units, were delivered to the Corporation's client groups.

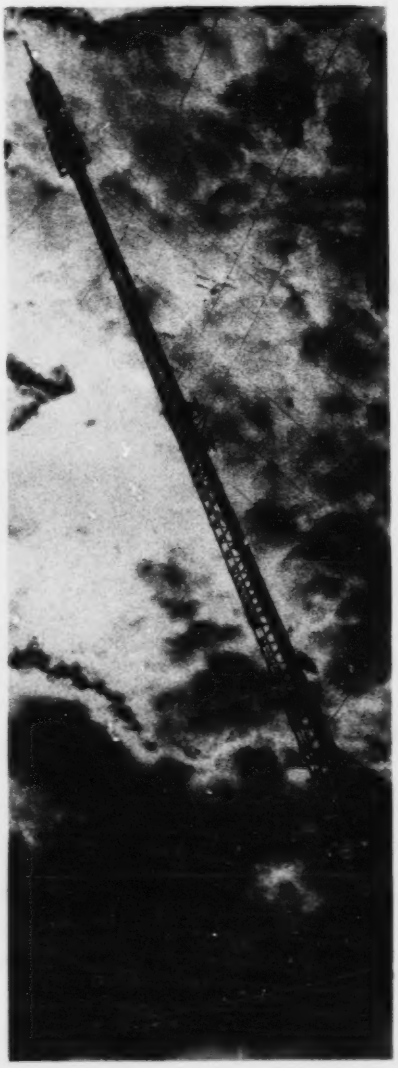
For the first time in its history ACCESS engaged in interactive satellite programming. *Project Outreach*, a studio-based experimental project televising three-hour blocks of instructional material on Monday and Wednesday evenings, provided viewers with an opportunity to address questions to the instructors during live broadcasts. The project commenced January 18, 1982 and was scheduled to run until June 30, 1982.

ACCESS Radio CKUA again had a busy year. In addition to broadcasting a weekly schedule of 139 hours, the station's production department originated 491 (416.8 half-hour units) principal and supplementary role programs. This constitutes a slight increase over last year.

The Script Development Branch played a vital support role to all of the above production activities by providing an in-house writing service as well as co-ordinating assignments to freelancers. The Branch's talent file of well over one hundred freelance writers is indicative of continued reliance on Alberta's private sector.

The quality of ACCESS productions was again recognized at a number of Canadian and international media festivals. ACCESS television programs received several major awards at the Alberta Film and Television Awards, the Yorkton Film and Television Festival, the Health Science Communications Association Awards and the John Muir Medical Film Festival.

ACCESS Radio CKUA received its share of the honors this year. In addition to recognition at the Best of the West Awards, Radio CKUA earned one of two major awards, the Minister of Education Prize, in the annual Japan Prize Competition. Now in its thirteenth year, the Japan Prize is regarded as the most prestigious contest in the field of educational broadcasting, regularly attracting entries from some 90 broadcasting organizations from over 50 countries.



CKUA FM transmissions originate from 12 locations in Alberta, forming the only provincial FM stereo network in Canada.

ACCESS Radio CKUA

Station Manager: E. Kilpatrick

ACCESS Radio CKUA operates from studios in the Alberta Block, 10526 Jasper Avenue, an Alberta Housing and Public Works building in downtown Edmonton; and a news and current affairs bureau is located at ACCESS in Calgary. The station's FM transmitter network included 100,000 watt stereo transmitters situated near Edmonton, Calgary, Lethbridge, Medicine Hat, Red Deer, Grande Prairie and Peace River. Low power rebroadcasting installations were completed in Hinton, Edson, Whitecourt, Fort McMurray and Athabasca. A 10,000 watt AM transmitter is located east of Nisku. All transmitters carried identical programs.

During the reporting period, the CKUA weekly broadcast schedule addressed itself to the following primary content areas. The complete CKUA broadcast schedule is shown as Appendix F.

Music (60%)
CKUA's music programming explored the full range of artistic endeavor, including significant periods of traditional and special interest music at intervals, scheduled to encourage eclecticism in musical taste.

Instructional (14%)
ACCESS Radio CKUA's broadcasts included in excess of two hours daily of programming supported by educational agencies and institutions in the province.

News and Current Affairs (14%)
CKUA's news section sustained its strong coverage of Alberta current affairs and of Alberta-interest news from central Canada. Coverage of international news was significantly strengthened. Major news programs were presented in a livelier format. Emphasis continued to be on in-depth, analytical coverage of Alberta, national and international current affairs. The news section's efforts won recognition from major daily newspapers, which called CKUA's major news broadcasts the most informative in the station's broadcast area.

Alberta stories constituted about 65% of news broadcast content. National stories made up another 20%, and international stories about 15%. Current affairs programming included a series of 20 radio documentaries on current issues in the news in Alberta. Other current affairs programming included: live broadcasts of the daily question period during the fall and spring sittings of the Alberta legislature, and the weekly program *Speaker of the Week*, featuring addresses by prominent persons to service clubs and other forums in Alberta; *Solar Tutorial*, presenting news and views on "alternative energy" development; and *Current Thought in Education*, focusing on education philosophy and practice in Alberta and elsewhere.

Backgrounding (7%)
Spoken word programming included in-depth treatment of numerous matters of public interest and concern.

Educational and Cultural Events (3%)
The station promoted activities in support of educational and cultural objectives of provincially supported institutions.

Ethno-cultural (2%)
Ethnic heritage continued to receive emphasis in the station's programs through ethnic performance recordings and programming designed to meet the needs of various ethno-cultural communities in Alberta.

Shank of the Morning with Tony Dillon Davis: "music for eclectic tastes."

Technical Services and Distribution

General Manager	J.R. Mann
Director of Distribution	G. Smith
Chief Engineer, CKUA Radio	D. Wade
Manager of Technical Services, Edmonton	N. Tegart
Manager of Technical Services, Calgary	G. Martin

The Technical Services and Distribution Division is responsible for two major activities within the Corporation. First, the planning and implementation of all major engineering projects together with the operation and maintenance of all the technical facilities of the Corporation. Second, through the Media Resource Centre, the Division is responsible for the distribution of the corporate product, which includes video and audio duplication, dissemination of print and other support materials, and packaging of broadcast television programs, satellite programs and educational consortia programs.

This past year has seen the beginning of a major technical equipment replacement program for ACCESS television facilities, designed to either update existing equipment, or where such equipment is obsolete, replace it with state-of-the-art equipment. This program, for example, will see the replacement of two-inch videotape recorders and editing systems, which are now over eight years old, with the newer and more cost effective one-inch system. Also underway is a program to provide better layout of technical facilities for both television and radio.

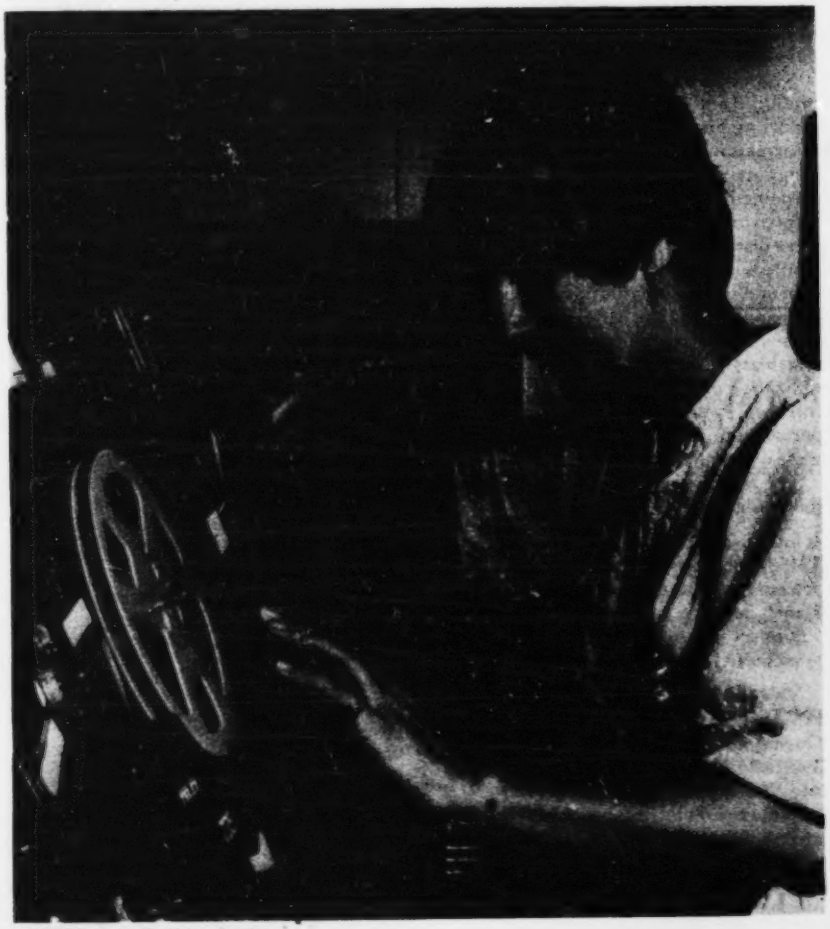
A major initiative this year was *Project Outreach*, for which ACCESS technical staff installed antennas and associated equipment to receive television signals originating from the Edmonton studios via the Canadian Satellite Anik "B". Two TVRO (Television Receive Only) sites were installed at the Educational Cable Consortia studios in Edmonton and Calgary. Five sites were already in place from earlier experimental broadcasts.

Project Outreach became feasible only with the loan of a Department of Communications satellite uplink trailer which is now installed at our Edmonton studios, and is operated and maintained by ACCESS technical staff.

This year has also been a busy one for CKUA technical staff. Five FM transmitter sites have been completed and are "on air." They are located at Hinton, Edson, Whitecourt, Athabasca and Fort McMurray. Two additional sites are in the early phases of planning and construction, and will be located at Drumheller and Spirit River.

Media Resource Centre

Operating out of ACCESS offices in Calgary, the MRC provides duplicates of audiotape and videotape programs produced or acquired by ACCESS, as well as a wide range of educational printed support material for use in



ACCESS Audio Dubbing Centre.

classrooms, institutions, or for further education activities.

Requests from educators and institutions for videotape dubs continue to grow. The MRC provided 60,155 video dubs in the 1981-82 reporting period, which represents an increase of 21% over last year's 49,830. These figures include 2,737 videotape dubs for the Alberta Educational Cable Consortia. In addition, 17,826 audio dubs were supplied.

New video and audio catalogues were produced and distributed during the reporting period, in addition to updated information on new and expired programs. The video catalogue contained some 2,700 listings. Approximately 5,000 of each catalogue were distributed to schools and institutions in the province.

In addition to distribution of video and audio programs, the MRC distributes support material and program guides which assist the teacher in the utilization of programs. Seventy-five titles were available during the reporting period; approximately 20,000 guides were distributed in Alberta.

The MRC provides video dubs on the following formats:

¾ inch U-Matic cassette
VHS ½ inch cassette (fast speed, 33.4 mm/sec., 2 hour max. only)
½ inch Betamax cassette (fast speed, 40 mm/sec., 1 hour max., Beta I only)
½ inch EIAJ (open reel-to-reel)

Video and audiotape in the formats listed can be purchased from the MRC. During the reporting period schools and institutions purchased 17,570 videotapes and 11,859 audio cassettes. Service improvements introduced this year included shipment of orders by a courier delivery system, and orders for tapes may now be placed by telephone. The new courier system ensures delivery of orders within 24 hours in accessible locations and within 48 hours in northern and remote rural locations.

Broadcast Distribution

Television

The Corporation broadcasted some 520 hours of programming on VHF television stations throughout Alberta. Programs were aimed at pre-school to adult audiences, and were broadcast between 9:00 to 11:00 a.m. on CFRN Edmonton, CFAC Calgary, CFAC Lethbridge and CITL Lloydminister. CHAT Medicine Hat and CKRD Red Deer aired the programs from 9:00 to 10:00 a.m. and 11:00 to 12:00 noon.

Accordingly, ACCESS programming was to be found on the following stations and channels, as well as on every cable system in the province.

CFRN
Edmonton (3)
Ashmont - St. Paul (12)
Crimson Lake (9)
Grande Prairie (13)
Lac La Biche (2)
Lougheed (7)
Peace River (3)
Red Deer (8)
Rocky Mountain House (12)
Whitecourt - Edson (12)

CFAC
Calgary (2)
Banff (13)
Bassano (8)
Brooks (3)
Burmis (3)
Coleman (12)
Drumheller (8)
Exshaw (12)
Lake Louise (7)
Lethbridge (7)
Waterton (12)

CKRD
Red Deer (6)
Banff (13)
Coronation (10)

CITL
Lloydminster (4)
Provost (5)
Wainwright (6)
Bonnyville (7)

CHAT
Medicine Hat (6)
Brooks (6)

The morning airtime schedule is shown as Appendix E. In addition, the Corporation continued to support the Educational Cable Consortia in Calgary, Edmonton and Grande Prairie. A total of 2,737 individual program dubs were provided to these clients.

Radio

ACCESS Radio CKUA AM and FM stereo transmitted over 7,000 hours during the reporting period. The broadcast schedule, included as Appendix F, included traditional, special interest and general music programs. In addition, programs of public affairs, formal instruction, ethnic interest, drama, news and information were presented.

ACCESS Radio CKUA has 12 transmitters located throughout the province. FM stereo transmissions originate from all these 12 locations in the only provincial FM stereo network in Canada. AM transmission originates in Edmonton only.

ACCESS Radio CKUA
Province-wide-580 AM
Calgary-93.7 FM
Edmonton-94.9 FM
Fort McMurray-96.7 FM
Peace River-96.9 FM
Medicine Hat-97.3 FM
Lethbridge-99.3 FM
Grande Prairie-100.9 FM
Red Deer-101.3 FM
Hinton-102.5 FM
Edson-103.7 FM
Whitecourt-107.1 FM
Athabasca-98.3 FM

Administration and Research

General Manager	J. Kawashima
Deputy Director, Planning and Research	M. Plumb
Personnel Manager	W.J. McCoy
Director, Financial Services	D.A. Muylle

The Administration and Research Division has two key functional responsibilities within the Corporation: 1) the establishment and maintenance of administrative systems and procedures for efficient and effective financial, personnel and office services; and 2) the development and implementation of various corporate planning and research and evaluation activities for the improvement of ACCESS operations and services. The two functions are different in nature, but their activities are well blended to provide essential "support" services to the Corporation through the implementation of the ACCESS Management Information System (AMIS).

During the current reporting year, the Division attempted to implement the ACCESS Management Information System for the maximum use of available resources within the Corporation as well as for the better assessment and evaluation of its performance and accountability. Under AMIS, the Planning and Research Branch introduced several models of a monthly time and activity report to be compiled by both management and staff for major task activities and the performance achieved in each working day. After the trial period, the format of a new monthly time and activity report was finalized and will be fully implemented during the 1982-83 reporting year.

The Personnel Services Branch adopted a new monthly personnel report listing such statistics as vacancy rate, turnover rate, overtime and paid sick leave . . . according to division. This report has been regularly used for the better management and control of human resources. The Financial Services Branch completed the computerization of financial and control systems through the use of an on-line system. Since accounts payable are now processed on a daily basis, a monthly financial report provides up-to-date financial information for the Corporation and various cost centres.

One of the key components of the ACCESS Management Information System is the Project Management Information System (PMIS), which deals with the management and control of various projects in terms of financial accountability. The preliminary design work for the computerization of PMIS was completed during the current reporting year. An integrated computer system for both regular financial and control systems and PMIS will be available in 1982-83.

After almost two years' preparation, the ACCESS Five Year Development Plan was completed and submitted to the Government of Alberta in the fall of 1981. Working closely with the Board of Directors, Planning and Research staff played a significant role in the compilation of this important document.

Planning and Research

Deputy Director: J. Michael Plumb

The Planning and Research Branch is responsible for the design, implementation, and coordination of comprehensive corporate planning and associated management information systems as well as program related research and evaluation activities.

Planning

The main purpose of corporate planning is to improve the effectiveness of ACCESS in utilizing available resources to achieve organizational goals and objectives, to improve the Corporation's ability to respond effectively to challenges and opportunities, and to improve the capacity of the Board of Directors and management to direct ACCESS's future. Corporate planning activities are carried out within a planning model which integrates program and resource determination, and links strategic, operational, and project planning efforts.

During the reporting year, the branch was involved in the following corporate planning activities:

- Completion of a Five Year Development Plan for use as a basis of discussion with government and Alberta's educational community concerning the future role and direction of the Corporation.
- Preparation of the 1982-83 grant request.
- Steering committee involvement in the Northern Alberta Development Council's study of adult education and training.
- Task force chairmanship of the Media Resource Centre Service Upgrading Project.
- Assistance in developing the terms for a video loan demonstration project with Alberta Education and selected regional film centres.

- Design and implementation of selected aspects of ACCESS's Management Information System.
- Secretariat to the joint Board/Senior Management Planning Committee and the Management Planning Committee.

Reseach and Evaluation

The main function of research and evaluation activities is to help ACCESS management and staff make effective decisions concerning the development, production, distribution and utilization of high quality multi-media educational materials. Most of the research and evaluation activities are decision-oriented and can be categorized according to the four-stage model of educational communications research below. Research projects completed during the reporting year are listed under the appropriate research and evaluation activity.

1. Planning Stage: Needs and Interest Studies
Identification and assessment of the specific needs and interests of audiences/users of ACCESS programming and distribution services.

Science Everyway
Nursing Refresher Program Survey

2. Production Stage: Formative Evaluation
Evaluation of project ideas, treatments, content and format elements and pilot productions of ACCESS produced media materials.

Occupational Health and Safety — Risk
Intercultural Communications

3. Utilization Stage: Audience/User Surveys
Measurement of audience/user size and analysis of utilization patterns for ACCESS media materials and services.

The Persons Case
CKUA Radio Audience Trends
1981 Home Audience Survey
1981 In-School Audience Survey

Table 1 Weekly Reach (Unduplicated Viewers Per Week)* Monday To Friday For ACCESS Television Broadcasts

BBM Survey Period	All Persons (2+ Years of Age)	Men 18+ Years of Age)	Women (18+ Years of Age)	Teens (12-17 Years of Age)	Children (2-11 Years of Age)
Fall 1980	136,300	22,700	52,200	2,900	58,500
Spring 1981	138,400	17,000	48,500	3,800	69,100
Fall 1981	143,500	19,900	47,000	1,300	75,200
Spring 1982	127,700	12,400	37,500	8,500	69,300

*Does not include classroom audiences.

Table 2 Weekly Reach (Unduplicated Listeners Per Week) Monday To Friday For ACCESS Radio CKUA

BBM Survey Period	All Persons (7+ Years of Age)	Men 18+ Years of Age)	Women (18+ Years of Age)	Teens (12-17 Years of Age)	Children (7-11 Years of Age)
Fall 1980					
AM	36,100	18,400	17,200	—	500
FM	18,900	13,500	4,200	800	400
Total	55,000	31,900	21,400	800	900
Spring 1981					
AM	23,600	10,100	11,000	400	2,100
FM	19,900	11,200	8,600	—	100
Total	43,500	21,300	19,600	400	2,200
Fall 1981					
AM	20,400	9,500	9,500	100	1,200
FM	30,900	14,200	13,400	1,400	1,900
Total	51,300	23,700	22,900	1,500	3,100
Spring 1982					
AM	30,000	12,400	17,000	200	500
FM	25,500	15,600	7,300	1,000	1,600
Total	55,500	28,000	24,300	1,200	2,100

4. Evaluation Stage: Audience Reaction Studies and Summative Evaluation
Evaluation of audience/user acceptance educational effectiveness of ACCESS media materials.

Come With Me
Harriet's Magic Hats
News Insight
Just Because We're Kids
Family of Stories
Stories For Children
Media Accessibility

Audience Analysis

During the 1981-82 school year, ACCESS provided two hours of educational television programs via commercial stations, daily from Monday to Friday. In addition, ACCESS Radio CKUA broadcast educational radio programs for 139 hours per week.

Despite limited coverage and hours of broadcast, especially in television, both ACCESS television and radio broadcast services have attracted substantial regular audiences in school and at home. As indicated in Table 1, according to the fall 1981 Bureau of Broadcast Measurement (BBM) survey, 143,500 Albertans watched ACCESS TV at least once every week. This represents a 5.3% increase in ACCESS TV audience over the fall 1980 BBM audience figures. The corresponding trend between the spring 1981 and the spring 1982 BBM surveys is a 7.7% decrease to a weekly reach of 127,700. Table 2 shows that in Spring 1982, 55,500 Albertans listened to CKUA radio at least once a week. This represents an increase of 27.6% in the CKUA audience since the Spring 1981 BBM survey.

Come With Me: 13 half hours "emphasizing a child-centred approach to learning."

Personnel Services

Manager: W.J. McCoy

The Personnel Services Branch is responsible for the recommendation, implementation and control of corporate personnel policies and procedures, and the management of the compensation program. Based on the retrieval and assessment of personnel data, Personnel Services informs and advises management and staff on matters of procedure.

Specifically, there are four major functional areas of responsibility: recruitment and selection, staff development, compensation and leaves, and employee relations.

The recruitment and selection function includes such areas as recruitment, selection, orientation and termination procedures. Under staff development, which also encompasses performance appraisal and counselling, two three-day middle management in-house seminars were organized and completed along with processing a considerable number of requests for staff development assistance. The various group insurance plans and salary administration, and such areas as vacation leave are included in compensation and leaves. A revised and expanded personnel report was implemented, the changeover to a new group insurance carrier was completed and an extensive study of the Corporation's salary administration for non-union employees was initiated. Employee relations includes both union-management relations as well as those for excluded or non-union employees.

The staff complement for the period ending in March 1982 is shown as Appendix H. The structural organization of the Corporation is shown as Appendix I.

Financial Services

Director: D.A. Muylle

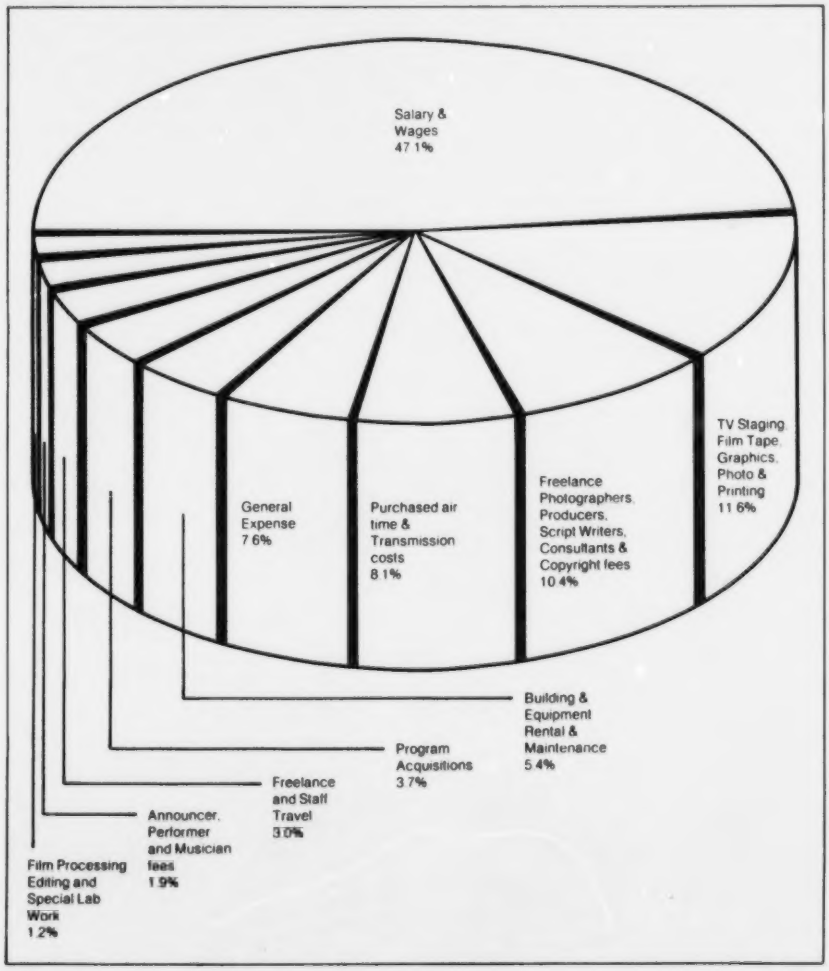
The Financial Services Branch is responsible for the establishment and maintenance of financial reporting and control systems with the Corporation. This responsibility includes the review of actual expenditures and budgets, the preparation and distribution of payroll and the maintenance of the fixed asset control system. The Branch's main responsibility is the preparation and reporting of accurate and timely financial information to be used for planning and for managing the financial resources of the Corporation and its various cost centres.

In April 1981 most accounting systems were put on a new on-line computer system rented on a time sharing basis from a local computer service bureau. Financial Services has two input terminals and a printer located in its offices linked to the computer by "dedicated" telephone lines. Since taking up the system at the beginning of the fiscal year the Branch has been able to improve its service, most visibly in a reduction of processing time required to pay invoices and expense claims, but also in the production of more accurate monthly financial statements. The present computer systems are being reviewed and minor modifications being made in a continuing effort to improve service.

In addition, the Branch started work on two new computerized systems which are scheduled for implementation in the upcoming fiscal year. The first is a Project Management Information System (PMIS) which will replace the current computerized project accounting system. Most of the detailed design work has been completed, leaving the writing of the computer programs and testing the system to be done in the new year.

The second system is a computerized fixed asset control system which will replace the manual system that has been used. A consultant was engaged to inventory the fixed assets of the Corporation and to match the count to the manual records. The detailed design of the system has been completed, and will be implemented next fiscal year, when the computer programs have been written.

The government grant to the Corporation for the 1981-82 fiscal year was $12,344,000, of which $11,344,000 was for operating expenses and $1,000,000 was for capital purchases. The Corporation raised additional income of $1,737,366 mainly from co-production agreements, program sales and interest on investments. The audited financial statements for the fiscal year ended March 31, 1982 are presented as Appendix K. The pattern of operating expenditures by major categories for 1981-82 is illustrated in the graph.


Salary & Wages 47.1%
TV Staging, Film Tape, Graphics, Photo & Printing 11.6%
Freelance Photographers, Producers, Script Writers, Consultants & Copyright fees 10.4%
Purchased air time & Transmission costs 8.1%
General Expense 7.6%
Building & Equipment Rental & Maintenance 5.4%
Program Acquisitions 3.7%
Freelance and Staff Travel 3.0%
Announcer, Performer and Musician fees 1.9%
Film Processing Editing and Special Lab Work 1.2%

Communications and Marketing

Director W. Skene
Associate Director C. Jones

The Communications and Marketing Division is the result of a reorganization of the former Information Services Division, and the addition of a corporate marketing section.

The Communications and Marketing Division gathers, processess and distributes information about ACCESS programming, production, services and corporate activities to educators, ACCESS staff, the general public and special groups, clients and special audiences throughout Alberta.

The Communications and Marketing Division is also responsible for the effective marketing of a wide range of ACCESS programs and learning materials to client institutions outside Alberta.

Corporate Design Standards

To ensure the most cost effective and visually consistent public image of ACCESS, new corporate design standards were implemented during 1981-82. These new corporate standards, including technical specifications, will meet the desired goal of publication design standards as planned in the previous fiscal year.

ACCESS Magazine

The Corporation's principal periodical, *ACCESS Magazine*, evolved toward a more service-oriented publication focusing on the needs of Alberta educators. In this revised publication more emphasis was placed on utilization programs and services.

The *ACCESS Magazine* distribution system was changed to off-set rising postal costs. Bulk distribution to schools rather than to individual teachers was undertaken, resulting in substantial savings in cost while providing a more effective distribution. Both the Corporation's *Prospectus* and the *ACCESS Audio* and *Video Catalogues* were included in the revised distribution system.

Media Relations

During the last fiscal year 30 media releases were distributed throughout the province resulting in 265 feature articles and stories. Substantial additional free publicity was generated for ACCESS through direct media contact resulting in broadcast of corporate information by commercial television and radio stations.

ACCESS Publicity

Throughout the year efforts in the area of publicity and promotion were increased through direct client contact. To help increase overall awareness of ACCESS programs and resources, on-location events were organized, such as a display of print and video materials at the Learning Resource Council in Lethbridge, Spectrum '82 in Edmonton and a major media event in the ACCESS studio to launch *Project Outreach*.

A special campaign to increase the awareness of ACCESS radio CKUA took place in the spring of 1982 with the full support of CKUA personnel. The campaign proved most successful totalling some 2,500 calls during the three-week period.

A number of flyers and brochures were produced including a revised corporate brochure, CKUA schedules and information pages to provide information about specific ACCESS programs, as well as the ACCESS *Annual Report*.

Marketing

With policy guidance provided by the Board of Directors, ACCESS began the implementation of new marketing procedures and practices in 1981-82.

The first stage of this new marketing operation included a definitive study of the need for, and the availability of, ACCESS programs and learning materials beyond Alberta.

The study included a complete assessment of other marketing efforts conducted by educational communications institutions similar to ACCESS. It also identified the scope of the marketplace for ACCESS programs and learning materials, and provided estimates of potential revenue return.

The second stage in the development of this new marketing initiative involved the contracting of an appropriate distributor for ACCESS products outside of Alberta and reorganizing of internal staff.

An analysis of the study data, together with the early efforts at contact with clients for ACCESS programs and materials, indicates there exists potential for a sizeable increase in marketing revenue in subsequent years.

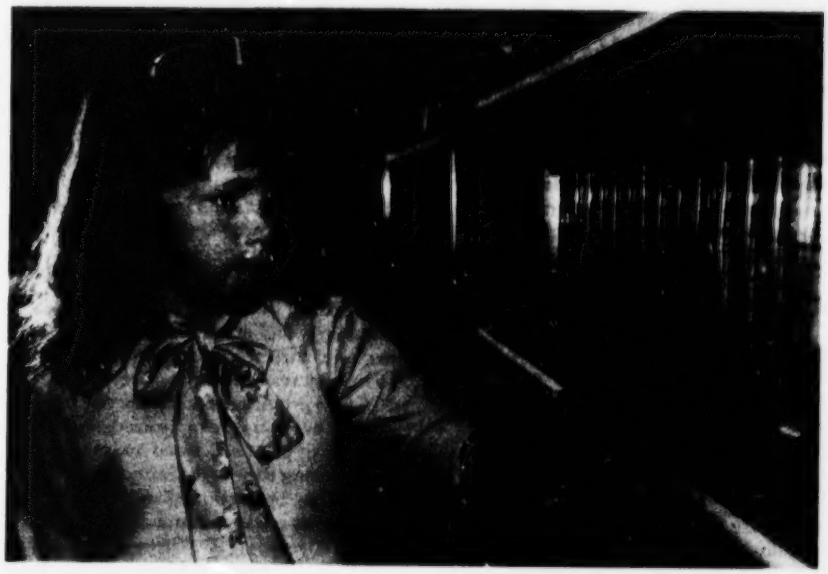
Copyright Clearance

Officer B. Brickles

The Copyright Clearance Office is responsible for the clearance of all copyright materials used in ACCESS produced programs and for the monitoring of all contractual obligations made by the Corporation in relation to copyright matters.

As a service to the production, programming, distribution and communications divisions, the Copyright Clearance Office has experienced considerable increase in activity, particularly in relation to radio and print production. There is a direct relationship between the volume of production and the number of programs which must be renewed, with the result that the number of residual payments paid to performers, writers and other copyright holders has doubled in the past year. Also a factor has been ACCESS's continued interest in distributing its programming outside the Province of Alberta to those who request it. Increased marketing activity brings about an increase in the volume of royalties to be paid.

The Copyright Clearance Office employs microfilm as an active system to retrieve contracts and rights information.



Appendix A

Guidelines

PREFACE - The Guidelines for the Alberta Educational Communications Corporation are intended to define the role of the Corporation within the framework of the total educational enterprise in the province of Alberta. These Guidelines are recommended by the Program Policy Advisory Committee of the Alberta Educational Communications Authority.

SECTION I
GENERAL GUIDELINES

1. **ROLE OF THE CORPORATION**

1.1 Principal Role

The principal role of the Alberta Educational Communications Corporation is complementary to the total educational enterprise within the province of Alberta. The Departments of Education and Advanced Education and Manpower, together with educational administrations and teachers at the local level, are charged with the responsibility for providing educational facilities and are responsible for the content of education and its method of presentation. The role of the Corporation is to provide services which support the educational enterprise.

1.2 Supplementary Role(s)

The Corporation will have other role(s) which are consistent with providing a wide range of educational services to Alberta citizens. The supplementary role(s) of the Corporation shall be mutually agreed upon by the ACCESS Board of Directors and the Authority, or any group duly appointed by the Authority. ACCESS will submit an annual report to the Authority by October 1 in each fiscal year, outlining the supplementary role(s) which the Corporation will assume in the ensuing program year.

1.3 The Corporation is responsible for providing the following services:

(a) A programming service in various communications media;
(b) Production facilities as these are required;
(c) The making and acquiring of a variety of educational materials, in various communications media, which serve the educational needs and objectives of the four major educational sectors. (See paragraph 3.4)

2. **OPERATIONAL INDEPENDENCE**

2.1 The Canadian Radio and Television Commission requires that the Corporation be independent from the provincial government in order that the provisions of Order-in-Council 1972-1569 be met. The purpose of the Guidelines for the A.E.C.C., while recognizing the need to preserve the operational independence of the Corporation, is to ensure that those decisions related to education are consistent with the objectives of agencies which have legal responsibility (or are held accountable by the public) for curriculum design, development and implementation.

3. **EDUCATIONAL PROGRAMMING**

3.1 Consistent with the provincial government's responsibility for education within the province of Alberta, the term "educational programming" in these Guidelines refers to programming which is designed to fulfill clearly stated educational objectives derived from the needs of Albertans and expressed by those who by law or by reason of their professional or technical responsibilities are recognized as being accountable to the citizens of Alberta for educational activities.

3.2 The Corporation shall devote its educational programming and distribution services to non-broadcast as well as broadcast media in order to meet:

(a) the needs of all Albertans, rural and urban;
(b) the reception capabilities and limitations of the clientele of the four major education sectors;
(c) learner needs and objectives through selection of the most appropriate media format.

3.3 The Corporation's broadcast activities shall conform with the definition of programming issued by the CRTC as part of the requirements concerning the licensing of provincial broadcast undertakings.

3.4 The Corporation's total educational programming activities shall be directed toward meeting the objectives of the four major education sectors:

(a) Early education
(b) Basic education
(c) Higher education
(d) Further education

For purposes of these Guidelines, the four sectors are defined as follows:

Early education - education for pre-school children and parents of pre-school children within the responsibilities of Early Childhood Services, Alberta Education.

Basic education - education for school children within the Grade I to XII range within the responsibilities of Alberta Education.

Higher education - education which is the responsibility of all formal post-secondary institutions within Alberta including universities, colleges, technical institutes, vocational colleges.

Further education - education for those beyond school age which is the responsibility of the Further Education Branch, Advanced Education and Manpower, school systems, post-secondary institutions, departments of government and other agencies which are recognized as having responsibilities in further education.

3.5 So that proposals and programs reflect effectively (their) educational needs and objectives the Corporation shall engage in formal and continuing consultation with those agencies which represent the four major educational sectors, and any other representative group duly appointed by the Authority for this purpose.

3.6 The Corporation shall apportion the financial resources devoted to its principal programming services to the four major education sectors to conform with the following percentages:

(a) Early education 20%
(b) Basic education 40%
(c) Higher education 15%
(d) Further education 25%

3.7 The Corporation's programming services shall fall within one of the following three categories:
(a) instructional
(b) enrichment
(c) special purpose.
The proportion of principal programming services devoted to each of the three categories shall be determined (by each of the major educational sectors) as a part of the proposal review process.

3.8 The Corporation shall devote up to 30% of its programming resources to meet specific local needs.

3.9 The Corporation's programming is to be developed in accordance with a Program Decisions Model mutually agreed upon between the Corporation and the A.E.C.A.

SECTION II
PROGRAMMING GUIDELINES

Notwithstanding the content priorities listed for each of the major education sectors, the Authority may from time to time in consultation with the four major education sectors state additional priorities for inclusion in these Guidelines.

1. **EARLY EDUCATION (Submitted by Early Childhood Services Branch, Alberta Education)**

1.1 Priorities
Four priorities have been identified:

1.1.1. A need to provide parent information and skills to parents of young children. Programs need to examine parents' images of themselves and the roles parents play in their children's learning and development.

1.1.2. A need to increase early childhood staff understandings of competencies related to a child development approach in working with young children. Programs need to aid staff in assessing and developing knowledge and skills for working with children, parents, and other family service agencies.

1.1.3. A need for children's radio and television programming consistent with the language development and understandings of a young audience. Programs need to be of an instructional nature while encouraging expressive activity.

1.1.4. A need to provide parents of young children with general information about family health and social services. The philosophical foundations of services and procedures to acquire services need to be described.

1.2 Content Guidelines

1.2.1. Parent Development:
The content and presentation of programs about parent development should reflect the philosophy of Early Childhood Services. To accomplish this purpose, programs for parents should:
(a) focus on the relationship of parent and child. Programs should enable parents to acquire skills and attitudes which enhance the learning and development of their children. Individual parents in the home viewing setting should be encouraged and motivated to actively follow up programs after viewing;
(b) reflect the concepts embodied in the parent course of study promoted and sponsored by the Parent Resource Unit, Alberta Social Services and Community Health;
(c) provide information about a child's development of language and understanding and their implications in personal responsibility and personal safety;
(d) inter-relate topics to the broader context of Early Childhood Services philosophy to expand parent knowledge about children. For example, the perspective used to examine water play may also include family living dynamics, children's interests, water safety, and how this play aids the child in acquiring skills;
(e) reflect skills necessary to work with children in a variety of settings.

1.2.2. Early Childhood Staff Training and Development:
The content and presentation of programs for early childhood staff should reflect the philosophy of Early Childhood Services and the Task Force Report on Teacher Competencies. To accomplish this purpose, programs for early childhood staff should:
(a) focus upon the competencies required by early childhood staff. Emphasis should be placed upon self-assessment of knowledge and skills to work with children and development of needed knowledge and skills;
(b) continually draw attention to learning that can best be achieved by a child in a school, in a home or in other settings. The viewers should be encouraged to use this information to respect, strengthen, and inter-relate all environments for the benefit of children;
(c) model the concepts of emotional warmth, personal acceptance and differentiated staffing, and relate familiar information and skills to new or unfamiliar information and skills.

1.2.3. Children's Programming;
The content and presentation of programs for children should reflect the philosophy of Early Childhood Services. To accomplish this purpose, programs for children should;
(a) focus on children as active participants in the world of reality. Children should see themselves as initiators of activity as well as receivers of instruction, which enable them to undertake activities;
(b) portray adult host figures as warm, gentle and personally interested in a child viewer. Their interest in children should be obvious and friendly, non-threatening, non-authoritarian, and non-patronizing;
(c) reflect the characteristics of a child development approach by striving to present situations in which language learning and humor are at a child's level; create a climate of emotional warmth for the viewer; relate new material to what is familiar to the viewer; employ some repetition; and move at a pace that does not overwhelm or mesmerize the viewer. The viewer's imagination should be stimulated by not spelling out everything visually. The viewer should be encouraged and motivated to initiate and repeat activities after the program is completed;
(d) make every effort to avoid the portrayal of crime, destruction of property, or circumstances which would produce stress in the viewer.

1.2.4. Services to Children and Families:
The content and presentation of programs about services for children and families should reflect the philosophy of Early Childhood Services. To accomplish this purpose, programs about services should:
(a) focus upon the relationship of services to families in a manner that accurately informs families without posing a threat to their autonomy;
(b) describe current services available to Alberta families. Define the purpose for each service and relate this to the provincially defined philosophy, for health, social and education services. Some programs may focus upon services available primarily in the urban areas, rural areas, through government agencies, through service clubs or upon request from private practitioners. Content and format should encourage viewers to assess personal or family needs for the service portrayed and enable the viewer to confidently follow up that decision;
(c) provide information to viewers to enable them to contact service agencies directly. In some instances opportunities to phone in for direct discussion with program guests should be provided.

1.2.5. Specific Guidelines:
(a) Children's Stories: programs would follow a format of reading and telling stories to children. This

would expose children to books and stories and stimulate a further interest in reading and listening. Story selection and storytelling techniques should be modelled. It is suggested these programs be developed for radio broadcasts.

(b) Children's Workshop: program format would focus on construction of toys and games by children based upon ideas similar to those found in *I Saw a Purple Cow* and *Recipes for Fun* by Ann Cole, *Playbook* by Steven Caney.

(c) The Community Around: programs would provide an exposure to the world in which Alberta children live. Topics examined would include such things as fire hydrants and water towers, the fruit and vegetables section of grocery stores, mixed farms, train trips. Continuity from program to program would be provided by a child and adult host.

(d) Parent Development: programs would be complementary to the materials and presentation of the Positive Parent course.

(e) Early Childhood Service Staff: programs in this series will serve the dual purpose of assisting staff to assess and develop competencies while simultaneously presenting a parent audience with information about teaching skills required in child development programs. The initial program will provide an overview to staff competence with subsequent programs focussing on a single area of competence such as ability to facilitate language development, ability to promote problem solving behaviours among children, ability to facilitate sensory motor development, and so on.

(f) Assistance to Local Early Childhood Services Programs: materials of a multi-media nature are needed to assist Early Childhood Services operators with planning and implementing ECS programs for children and parents. Attention would be given to language development strategies, use of facilities, and program evaluation.

Although four areas of need have been identified in the early childhood priorities statement, specific guidelines attend primarily to only three areas. The fourth area, health and social services, remains a high priority. Early Childhood Services anticipate development of proposals at a later date to meet this need. It would be desirable as well, however, for the Corporation to submit proposals for production or acquisition of programs to meet this need.

2. BASIC EDUCATION (Submitted by Audio Visual Services Branch, Alberta Education)

2.1 General Guidelines

2.1.1 As a long-term goal, greater priority shall be given to the produciton and distribution of non-broadcast resources.

2.1.2 Primary and elementary grades shall be the major emphasis for broadcast programming.

2.1.3 Programming should reflect more emphasis on the structured development of "core" skills.

2.1.4 Program proposals for basic education shall be evaluated on the basis of the following criteria:

(a) The need is one which is in agreement with existing Alberta Education priorities for education.

(b) The need is one which has the support of a significant segment of the educational community.

(c) The program topic is appropriate to (a) and/or (b) above, and is consistent with the provincial curriculum.

(d) The proposed treatment is consistent with learner and curricular objectives.

(e) The cost of production is in appropriate relation to the projected benefits.

(f) The program objectives cannot be satisfied by currently available alternatives.

2.2 Content Guidelines

The instructional mode should be considered a major priority, followed by special purpose and then enrichment.

2.2.1 Need: Current Curriculum and Teaching Strategies Program Priorities:
- consumer education
- environmental education
- career education
- language arts
- fine arts
- health (including nutrition and safety)
- technology in education (teacher in-service on use and integration of technology and resources).

2.2.2 Need: Resources about Alberta
Program Priorities:
- history
- geography
- industry
- communities
- government
- current events

2.2.3 Need: Resources about Canada
Program Priorities:
- Canadian literature and authors
- history
- geography
- industry
- current affairs
- economics
- Canada - world relationship
- Canadian problems.

2.2.4 Need: To Accommodate Special Interest Groups
Program Priorities:
- groups with varying ability levels e.g., use more than one sound track.
- programming in language other than English (Cree, German, Ukrainian, French, etc.)
- special programming for handicapped e.g. deaf's use of sign language, 180 degree camera shots of face-to-face teaching approach - blind - special sound track.

3. HIGHER EDUCATION (Submitted by Learning Systems Services, Alberta Advanced Education and Manpower)

3.1 Universities

It is recognized that specific requirements will vary between institutions and geographic locations. Individual institutions are responsible for setting their priorities in accordance with the roles listed below.

(a) Programs to support direct teaching activities,
(b) Programs to support research activities,
(c) Programs to support public service activities.

Suggested programs to align with the above priorities could, for example, be in the areas of:

(a) Public information programs,
(b) Interdisciplinary programs,
(c) Special subject-oriented programs,
(d) Media transmission programs.

3.2 Institutes of Technology

The mandates of the institutes of technology have specific reference to providing instruction leading directly to careers in business, industry, government, and education. Each of these polytechnic institutes must identify its priorities within the general priorities of developing and maintaining occupational competence and personal development through on-going career-oriented education programs and continuing education courses. Some examples of the general mode of implementation are as follows.

(a) Course content programs,
(b) Training films - in special areas accompanied with instructional packages,
(c) Instruction for community workers,
(d) General information programs,
(e) Job opportunities,
(f) Senior citizen programs.

3.3 Community Colleges

The mandates of the public colleges have specific reference to the regions in which they are located. Each institution must identify its priorities within the general priorities of alternate

delivery of credit programs, community service projects, and communication with the people of their regions about college programs. Some examples of the general mode of implementation are as follows:

(a) Public information programs,
(b) Instructional program materials,
(c) Agricultural programs,
(d) Special interest programs - community interest,
(e) Researching and developing media programs,
(f) Senior citizen programs - for continuing educational interests.

3.4 Alberta Vocational Colleges

The mandates of the Alberta vocational colleges are specifically addressed to the needs of physically, socially, educationally and economically disadvantaged adult students. Each institution must identify its priorities within the general priorities of academic upgrading, pre-employment training, and life-skill education. Some examples of the general mode of implementation are as follows:

(a) Special interest programs,
(b) Public information programs,
(c) Preparation of software,
(d) English programs - for new Canadians.

4. **FURTHER EDUCATION (Submitted by the Further Education Branch, Alberta Advanced Education and Manpower)**

Further Education councils will provide a point of reference for the establishment of local program priorities. Provincial programming priorities are defined as below:

4.1 Need: Counselling Programs (enrichment - special purpose)
Program Priorities:
- Public career information
- Specific programs for identified groups (e.g. rural population, senior citizens, culture and ethnic groups)
- Educational and career opportunities
- training for trades and professionals
- opportunities for women
- educational information in the field of education.

4.2 Need: Formal Training Programs (instruction)
Program Priorities:
- Basic life-skills education
- Community safety (e.g., bikes, cars, boats)
- Interpersonal skills (e.g., communication, groupwork, leadership)
- Academic programs (e.g., metric, agriculture, arts, photography, use of libraries).

4.3 Need: Informal Programs (instruction - enrichment - special purpose)
Program Priorities:
- Fine arts appreciation
- Handicapped persons
- Senior citizens (e.g., craft, living skills, general interest)
- Public affairs
- Life planning (e.g., high school, middle age, pre-retirement)
- Family life (e.g., parenting, relating to teenagers, family leisure)
- Instructor training (e.g., for local people with expertise)
- Do it yourself (e.g., small engine and appliance repair, sewing, furniture refinishing).

4.4 Need: Educational programs Related to Various Government Services
- Culture
- Agriculture
- Public Health
- Consumer affairs
- Environment
- Public safety.

Appendix B

Definition of Educational Broadcasting

(As directed by the Federal Cabinet July 13, 1972, educational broadcasters sponsored by provincial governments must program in accordance with this definition as a condition of licensing by the Canadian Radio-television and Telecommunications Commission.)

- programming designed to be presented in such a context as to provide a continuity of learning opportunity aimed at the acquisition or improvement of knowledge or the enlargement of understanding of members of the audience to whom such programming is directed and under circumstances such that the acquisition or improvement of such knowledge or the enlargement of such understanding is subject to supervision or assessment by a provincial authority by an appropriate means; and
- programming providing information on the available courses of instruction or involving the broadcasting of special education events within the educational system, which programming, taken as a whole, shall be designed to furnish educational opportunities and shall be distinctly different from general broadcasting available on the national broadcasting service or on privately owned broadcasting undertakings;
- "provincial authority" means such person, body or authority as may be designated by the Lieutenant-Governor in Council of a province as the provincial authority for that province for the purpose of this Direction.

Appendix C

Produced Programs

Following are descriptions of a number of provincial theme level productions by ACCESS during the reporting year. Television and radio programs are available for distribution by broadcast, cablecast or duplication. These programs and series have been produced in accordance with the priorities, listed below, of the Alberta Educational Communications Authority as set out in the operational guidelines of November 1, 1978 (shown as Appendix A). For supplementary role programs see page 7. Programs produced for broadcast via satellite are listed in the *Project Outreach* broadcast schedule, Appendix G.

Provincial Educational Authority Priorities

Early Education
- E-1 Parent programs on child learning and development
- E-2 Information on Early Childhood Services
- E-3 Services for young children and their families
- E-4 In-depth aspects of Early Childhood Services

Basic Education
- B-1 Current curriculum and teaching strategies
- B-2 Resources about Alberta
- B-3 Resources about Canada
- B-4 Special interest groups

Higher Education
- H-1 Information programs
- H-2 Staff training programs
- H-3 Training information
- H-4 Instructional programs

Further Education
- F-1 Counselling programs
- F-2 Formal training programs
- F-3 Informal programs
- F-4 Educational programs related to various government services

Projects Completed 1981-82

Audience and Priority	Title
E-3	**Come With Me** Emphasizing an experiential and child-centred approach to learning, this series combines both dramatic and fantasy elements to bring new experiences to young children. The programs are a reflection of the Early Childhood Services philosophy in Alberta. 13 programs x 30 minutes
B-1	**The Mentor Project** A set of related teacher workshops to aid in the implementation of the 1981 social studies curriculum. There are 13 workshop packages or "modules" in the project. Six modules contain pairs of classroom demonstrations on videotape featuring teachers from various locations in Alberta. 13 programs x various
B-1	**Elementary Language Arts In-service** This is a series of programs designed to introduce and explain the major concepts of the new elementary language arts curriculum in an in-service setting. Practical examples and illustrations of the curriculum are used whenever possible to help teachers understand and implement the concepts within their own classrooms. Although primarily intended for elementary school teachers, there are some elements which also apply to the junior high language arts teacher. 9 programs x 30 minutes
B-1/B-2	**Moose on the Loose** These radio components complement the content of the Grade One Kanata Kit. 8 programs x 10 minutes
B-2	**High School Storytellers — Series II** *High School Storytellers* spotlights Alberta student writers and their work. Other high school students are thus encouraged to write and to explore the short story as a medium of expression. 26 programs x 15 minutes
F-4	**Democratic Crossing** News reporter Patricia Goodwin is assigned to cover the provincial school board elections. Goodwin's investigation raises questions about the structure and operation of school boards, the nature of school trustees, and the role of school boards in local governance of education. 1 program x 30 minutes

B-1 **Senior High Language Arts**
An introduction to specific aspects of the revised senior high language arts curriculum for Alberta teachers. Two videotapes, six audiotapes, and a handbook cover such topics as philosophy, integration, evaluation, planning and resources, and discuss strategies for implementation.

2 programs x 30 minutes (video)
1 program x 60 minutes (audio)
5 programs x 30 minutes (audio)

B-1 **Immersion: A Learning Alternative**
This program will be utilized primarily by Alberta Education consultants in response to requests about the availability and accessibility of instructional programs in languages other than English.

1 program x 20 minutes
1 resource booklet

B-1/B-3 **Western Profiles**
In this four-part radio series, each of the western provinces focuses on a different ethnic community to promote awareness of the multi-cultural nature of Canadian society. The series aims, through examination of the cultural links that exist between Western Canada and other parts of the world, to develop a tolerance for people of differing ethnic backgrounds.

4 programs x 36 minutes

B-1/B-4 **What Did You Learn in School Today? Series I**
A weekly radio series that investigates issues in education and enriches identified curriculum areas. The primary audience is junior high school students. The format includes interviews, panel discussions and dramatizations which encourage students to think about the issues presented.

39 programs x 30 minutes

H-3/F-2 **Roadbuilding Fundamentals**
This project is direct instruction programming for use in the training of heavy equipment operators.

1 program x 20 minutes
3 programs x 10 minutes slide/tape

H-4 **Writers and Thinkers**
The last ten of this 52 program radio series on intellectual thought were prepared during 1981-82. The series appeared in the CKUA schedule for the second consecutive year.

52 programs x 150 minutes

F-3 **Adventures in History**
This video co-production is aimed at students of western Canadian history.

2 programs x 30 minutes

F-3 **Alberta South**
This radio series on cultural events in Southern Alberta appeared in this year's CKUA radio schedule for the third consecutive year, there being new material for each program.

26 programs x 30 minutes

F-1 **Duchene Muscular Dystrophy**
This video production provides a sympathetic yet realistic understanding of this crippling disease.

1 program x 30 minutes

F-1 **Huntington's Chorea**
This video production provides an understanding of Huntington's disease and how to cope with it.

1 program x 30 minutes

F-1 **Parenting Promos**
ACCESS produced video clips for use by Alberta Social Services and Community Health. The promos will be used in connection with *The Parent Puzzle* series which is due to be delivered in early fall.

3 programs x 60 seconds

F-3 **Come Alive Repackaging**
Video programs of varying length were retrieved from the many hours of *Come Alive* programming and re-issued for use as broadcast fillers or dubs.

21 programs x various

H-1 **Ecological Reserves**
This video program was completed through cooperation with the University of Alberta and provides an instructional resource for the teaching of environmental studies.

1 program x 30 minutes

F-2 **Speak Up**
This audio series with print support is designed to help intermediate level classes in English as a second language.

13 programs x 30 minutes

B-1/B-2/
B-3/B-4 **See How They Learn (School Files)**
A weekly half-hour radio program which highlights topics of interest to the students, teachers and parents of the elementary schools of Alberta.

39 programs x 30 minutes

Appendix D

Acquired Programs

During the period covered by this report, ACCESS acquired 8,228 minutes or 274 half-hour units of video programming and 3,000 minutes or 100 half-hour units of audio programming for use throughout Alberta.

Video

- 8 units have unlimited broadcast and duplication for five years.
- 100 units have unlimited broadcast and duplication for four years.
- 1 unit has unlimited broadcast and duplication for three years.
- 41 units have unlimited broadcast and duplication for one year.
- 1 unit has unlimited broadcast and duplication in perpetuity.
- 60 units have cablecast for two years and unlimited duplication for four years.
- 25 units have unlimited broadcast rights for 3 years.
- 38 units have unlimited duplication rights for 5 years.

Audio

- 32 units have unlimited broadcast and duplication for 5 years.
- 68 units have unlimited duplication rights in perpetuity.

Abbreviations

ACS American Chemical Society
Ad Ed Alberta Advanced Education and Manpower
AIT Agency for Instructional Television
AP Academic Press
ATEC Agency for Tele-Education in Canada
BBC British Broadcasting Corporation
CBC Canadian Broadcasting Corporation
CFP Canadian Folk Productions
CTI Children's Television International Inc.
Howe Thomas Howe Associates
ITE International Telefilm Enterprises
KCET KCET Los Angeles
Koehler Horst Koehler Enterprises Inc.
Magook Magook Enterprises Ltd.
NCAT National Centre for Audio Tapes
NETCHE Nebraska Educational Television Council for Higher Education
NFB National Film Board
NG National Geographic
OU Open University
Procidis Procidis Production and Distribution
Scott Scott International
TVO TV Ontario
UPI United Press International

B Broadcast only
C Cablecast only
D Duplication only
P In Perpetuity
R Renewed

VIDEO PROGRAMS ACQUIRED APRIL 1, 1981 - MARCH 31, 1982

Title Content Mode	Source	Length	Rights
Basic Training Basic/Higher Instructional	Howe	4 x 30 minutes	1986 D
Les Boucanier d'eau douce Basic Instructional	TVO	52 x 20 minutes	1985
Bread and Butterflies Basic Enrichment	AIT	17 x 15 minutes	1982 R
Business Computing Basic/Higher/Further Instructional	Howe	5 x 30 minutes	1986 D
Canadian Vignettes Special Higher	NFB	78 x various	1984
Classroom Management Techniques Higher Instructional	NETCHE	1 x 30 minutes	1987 D
Connections Higher Instructional	BBC	10 x 60 minutes	1986 D
Fast Forward Basic/Further Enrichment	TVO	26 x 30 minutes	1985
Five Minutes to Midnight Basic Instructional	Inter Pares	1 x 90 minutes	1986
Inside Out Early/Basic Instructional	AIT	30 x 15 minutes	1982 R
Joseph Schultz Basic/Higher Instructional	Omega Films	1 x 15 minutes	1984
Judgement Basic Instructional	ITE	1 x 10 minutes	1984
Little Computers — See How They Run Basic/Higher Instructional	Howe	8 x various	1986 D
Namibia: A Case Study, Colonialism Basic Instructional	Magic Lantern	1 x 20 minutes	1986 D

Paddington Bear Early/Basic Enirchment	ITE	30 x 5 minutes	1986
Parlez-Moi 3 Basic Instructional	TVO	30 x 15 minutes	1985
Planete de l'homme Basic Instructional	TVO	12 x 30 minutes	1985
Ripples Basic Instructional	AIT	36 x 15 minutes	1982 R
What Will They Think of Next? — Science International I, II & III Basic Enrichment	Scott	72 x 25 minutes	1983 C 1985 D R
Winter Wonderland Basic Enrichment	Sapporo Eizo	1 x 30 minutes	P

SUMMARY OF VIDEO PROGRAMS ACQUIRED PRIOR TO APRIL 1, 1981 (RIGHTS REMAINING)

Title Content Mode	Source	Length	Rights
Adventures in History Basic/Further Enrichment	NFB/ ATEC	8 x 30 minutes	1983
Adventures of Timothy Pilgrim Basic Instructional	TVO	10 x 15 minutes	1985
Africa File Basic Instructional	TVO	21 x 30 minutes	1985
Age of Uncertainty Higher/Further Instructional	TVO/ BBC/ KCET	12 x 60 minutes	1983 B 1984 D
All About You Basic Instructional	AIT	30 x 15 minutes	P
Antarctic, Scott: And Not to Yield Basic Special	TVO	1 x 75 minutes	1984
The Ascent of Man Higher/Further Instructional	TVO/ BBC	13 x 50 minutes	1985 B D
Barbapapa Early Enrichment	TVO	45 x 5 minutes	1982
Basic Sports Skills Basic/Further Instructional	TVO	13 x 10 minutes	1985
Basic Sports Skills Basic/Further Instructional	TVO	7 x 15 minutes	1985
Bookbird Basic Instructional	CTI	16 x 15 minutes	1984
By Chance or By Choice Basic Instructional	Ad Ed	1 x 10 minutes	P
Calling Captain Consumer Basic Instructional	TVO	27 x 10 minutes	1983
Citizen Seatbelt Basic Instructional	TVO	1 x 15 minutes	1985
Classics Dark and Dangerous Basic/Further Enrichment	TVO	6 x 30 minutes	1984
Cover to Cover — Part I Basic Instructional	CTI	16 x 15 minutes	1985
Cover to Cover — Part II Basic Instructional	CTI	16 x 15 minutes	1983
Dimensions in Science Basic Instructional	TVO	12 x 30 minutes	1984
Dinosaur Footprints of the Peace River Valley Basic Special	Video- Pak	1 x 15 minutes	1984
Dusting Off Mythology Basic Instructional	TVO	4 x 20 minutes	1984
Ecology: You and Your Environment Basic Enrichment	TVO	7 x 20 minutes	1983
Episodes and Issues in Canadian History Basic Instructional	TVO	5 x 30 minutes	1984
Explorations in the Novel Basic Instructional	TVO	5 x 30 minutes	1985
Explorations in Shaw Basic Instructional	TVO	7 x 30 minutes	1985
Footsteps Early Enrichment	TVO	20 x 30 minutes	1984
Guten Tag Higher/Further Instructional	Koehler	26 x 30 minutes	1984
History 1917-71 Basic Instructional	BBC	14 x 20 minutes	1982
Images and Things Basic Instructional	AIT	30 x 20 minutes	P
Jeremy Early Enrichment	Procidis	53 x 15 minutes	1985
Job Trends Basic Instructional	Ad Ed	1 x 10 minutes	P
Math Patrol II Basic Instructional/Enrichment	TVO	10 x 15 minutes	1983
National Geographic Specials Basic Special	NG	21 x 15-60 minutes	1982

National Mulch Basic Enrichment	TVO	7 x 15 minutes	1984
Olympic Profiles Basic/Further Enrichment	ATEC	30 x 29 minutes	1982
On the Level Basic Instructional	AIT	12 x 15 minutes	1991
Once Upon A Time . . . Man Basic Enrichment	Procidis	26 x 30 minutes	1983 (2) 1986 (3)
Parlez-Moi Basic Instructional	TVO	60 x 10 minutes	1983
Photography Basic Instructional	TVO	15 x 15 minutes	1984
Planet of Man Basic Instructional	TVO	10 x 30 minutes	1985
Play Safe Early/Basic Enrichment	War Amps	1 x 30 minutes	P
Polka Dot Door Early Instructional	TVO	65 x 30 minutes	1984
Readalong I Basic Instructional	TVO	39 x 10 minutes	1985
Readalong II Basic Instructional	TVO	21 x 10 minutes	1982
Readalong III Basic Instructional	TVO	30 x 10 minutes	1983
Storybound Basic Instructional	CTI	16 x 15 minutes	1985
Tell Me A Story Early/Basic Instructional	TVO	20 x 10 minutes	1985
Thinkabout Basic Instructional	AIT	60 x 15 minutes	1989
To Walk With Dignity Basic/Further Instructional	TVO	1 x 50 minutes	1985
Trade Offs Basic Instructional	AIT	15 x 15 minutes	1985
We've Come a Long Way Together Further Special	TVO	1 x 60 minutes	1985
What Will They Think of Next? — Science International IV Basic Instructional/Enrichment	Scott	26 x 30 minutes	1985
What Would You Like To Be? Basic Instructional	Ad Ed	1 x 10 minutes	P
Why Should I Care? Basic Enrichment	CBC	1 x 60 minutes	1987
Wie Geht's? Basic/Higher Instructional	Koehler	26 x 30 minutes	1987
The Wordshop Basic Instructional	CTI	30 x 15 minutes	1986
The World in Your Kitchen Further Instructional	TVO	13 x 30 minutes	P
The World of B.J. Vibes Basic Instructional	TVO	6 x 15 minutes	1984
World Religions Basic Instructional	TVO	9 x 30 minutes	1984
Write On! Basic Instructional	TVO	60 x 5 minutes	1983
Yearender 1976 Basic Enrichment	UPI	1 x 30 minutes	P

AUDIO PROGRAMS ACQUIRED APRIL 1, 1981 - MARCH 31, 1982

Title Content Mode	Source	Length	Rights
Le Monde des Jeunes Basic Instructional	AP	16 x 30 minutes	D P
Nos Amis Basic Instructional	AP	52 x 30 minutes	D P
Songs and Stories of Canada Basic Instructional	CFP	32 x 30 minutes	1986

AUDIO PROGRAMS ACQUIRED PRIOR TO APRIL 1, 1981 (RIGHTS REMAINING)

Title Content Mode	Source	Length	Rights
Agamemnon Further Enrichment	BBC	1 x 90 minutes	1985 B
Ambition and the Single Will Further Enrichment	CBC	1 x 60 minutes	1983 B
The Anger of Achilles Further Enrichment	BBC	1 x 60 minutes	1985 B
Are Hierarchies Necessary? Further Enrichment	BBC	8 x 30 minutes	1984
Bacchae Further Enrichment	BBC	1 x 112 minutes	1985 B
Balance and Biosphere Further Enrichment	CBC	1 x 60 minutes	1983 B

Bertrolt Brecht Further Enrichment	CBC	1 x 60 minutes	1983 B
The Bible Further Enrichment	CBC	1 x 60 minutes	1983 B
Broadside Ballads Further Enrichment	OU	1 x 20 minutes	1983 B
Charles Darwin Further Enrichment	BBC	1 x 15 minutes	1983 B
Christmas at Dingley Dell Further Enrichment	BBC	1 x 60 minutes	1985 B
A Christmas Carol Further Enrichment	BBC	1 x 60 minutes	1985 B
The Club of Rome Further Enrichment	CBC	1 x 60 minutes	1983 B
A Collier's Friday Night Further Enrichment	BBC	1 x 60 minutes	1985
The Creative Writer Higher/Further/Basic Enrichment	CBC	7 x 30 minutes	1984
Creed & Community Further Enrichment	OU	1 x 20 minutes	1983 B
Crime and Punishment Further Enrichment	BBC	3 x 60 minutes	1983 B
The Duchess of Malfi Further Enrichment	BBC	3 x 50 minutes	1985 B
Edward II Further Enrichment	BBC	1 x 120 minutes	1985 B
E.F. Schmacher Further Enrichment	CBC	1 x 60 minutes	1983 B
Electra Further Enrichment	BBC	1 x 80 minutes	1985 B
The End of Ideology Further Enrichment	OU	1 x 20 minutes	1983 B
English in Action Basic Instructional	BBC	8 x 15 minutes	1984
Environment Theatre Basic/Higher/Further Enrichment	CBC	1 x 30 minutes	1984
Exiles Further Enrichment	BBC	1 x 120 minutes	1985 B
The Freud/Jung Letters Further Judgement	BBC	1 x 60 minutes	1985 B
Future Shock Further Enrichment	CBC	1 x 60 minutes	1983 B
Geoffrey Chaucer's Canterbury Tales Basic/Higher Enrichment	CBC	3 x 30 minutes	1984
Ghosts Further Enrichment	BBC	1 x 115 minutes	1985 B
Goethe's Faust Further Enrichment	OU	1 x 20 minutes	1983 B
Gospels on Historical Documentaries Further Enrichment	OU	1 x 20 minutes	1983 B
The Greek Legacy Further Enrichment	CBC	5 x 60 minutes	1983 B
Hamlet Further Enrichment	BBC	5 x 40 minutes	1985 B
Hamlet & History Further Enrichment	OU	1 x 20 minutes	1983 B
A History of Trade Basic/Higher Instructional	BBC	12 x 15 minutes	1984
The Inner World Further Enrichment	BBC	1 x 60 minutes	1983 B
Interpreting the Fourteenth Century Further Enrichment	OU	1 x 20 minutes	1983 B
Ironhand Further Enrichment	BBC	1 x 115 minutes	1983 B
J.K. Galbraith Further Enrichment	BBC	1 x 30 minutes	1985 B
Jung/Freud Interview Further Enrichment	BBC	1 x 30 minutes	1985 B
The Keynesian Revolution Further Enrichment	OU	1 x 20 minutes	1983 B
Limits to Growth Further Enrichment	CBC	1 x 60 minutes	1983 B
Limits to Growth and its Detractors Further Enrichment	CBC	1 x 30 minutes	1983 B
Limits to Growth and its Proponents Further Enrichment	CBC	1 x 30 minutes	1983 B
Lysistrata Further Enrichment	BBC	1 x 120 minutes	1985 B
Magook Basic Enrichment	Magook	4 x 15 minutes	1984
Man and Molecules Further Enrichment	ACS	52 x 15 minutes	P

Man in Society Basic/Further Enrichment	BBC	14 x 15 minutes	1984
Milton and the Puritan Revolution Further Enrichment	CBC	1 x 30 minutes	1983 B
Moewlyn Merchant Talks With His Friends Basic/Higher Enrichment	CBC	6 x 30 minutes	1984
The Nature of Renaissance Further Enrichment	OU	1 x 20 minutes	1983 B
The Novel Basic Enrichment	CBC	3 x 30 minutes	1984 B D
Pagan Mysteries Further Enrichment	OU	1 x 20 minutes	1983 B
Paradise Lost Further Enrichment	BBC	2 x 45 minutes	1983 B
The Pauline Letters Further Enrichment	OU	1 x 20 minutes	1983 B
Peer Gynt Further Enrichment	BBC	3 x 60 minutes	1985 B
People of the Snow Huts Basic/Higher Enrichment	NCAT	3 x 30 minutes	1984
Plague Further Enrichment	BBC	1 x 15 minutes	1985 B
The Platonic Traditions Before the Renaissance Further Enrichment	OU	1 x 20 minutes	1983 B
The Power of Individual Will Further Enrichment	CBC	1 x 60 minutes	1983 B
Robert Heilbronner — Economics Further Enrichment	CBC	1 x 60 minutes	1983 B
Science in Progress Higher Enrichment	BBC	12 x 15 minutes	1984
The Sound of History Basic Enrichment	Tony Thomas	2 x 30 minutes	1984
Sounds Different Higher Enrichment	Inter Pares	10 x 30 minutes	1984
So You Thought You Could Think Basic Enrichment	BBC	4 x 15 minutes	1984
Success: Finding Your Own Way Basic Enrichment	CBC	4 x 30 minutes	1984
To Start You Talking Basic/Further Enrichment	BBC	12 x 15 minutes	1985 B
Traditional Ballads Further Enrichment	OU	1 x 20 minutes	1983 B
The Tragical History of Dr. Faustus Further Enrichment	BBC	2 x 45 minutes	1985 B
Waiting for Godot Further Enrichment	BBC	1 x 120 minutes	1985 B
The Widowing of Ms. Holroyd Further Enrichment	BBC	1 x 60 minutes	1985 B
Wilson Knight On Hamlet Further Enrichment	OU	1 x 20 minutes	1985 B

Appendix E

Television Broadcast Schedule
Autumn 1981 — Summer 1982

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00	9:00 - 9:30 **Polka Dot Door*** September 14 - December 7, March 15 - May 17 9:00 - 9:15 **Jeremy*** December 14 - March 8 9:15 - 9:30 **Barbapapa** December 14 - March 8 9:00 - 9:30 **Come With Me*** May 24 - June 7	9:00 - 9:30 **Polka Dot Door*** September 15 - December 8, March 16 - May 18 9:00 - 9:15 **Jeremy*** December 15 - March 9 9:15 - 9:30 **Harriet's Magic Hats*** December 15 - March 9 9:00 - 9:30 **Come With Me*** May 25 - June 8	9:00 - 9:30 **Polka Dot Door*** September 16 - December 9, March 17 - May 19 9:00 - 9:15 **Jeremy*** December 16 - March 10 9:15 - 9:30 **Barbapapa** December 16 - March 10 9:00 - 9:30 **Come With Me*** May 26 - June 9	9:00 - 9:30 **Polka Dot Door*** September 17 - December 10, March 18 - May 20 9:00 - 9:15 **Jeremy*** December 17 - March 11 9:15 - 9:30 **Harriet's Magic Hats*** December 17 - March 11 9:15 - 9:30 **Come With Me*** May 27 - June 10	9:00 - 9:30 **Polka Dot Door*** September 18 - December 11, March 19 - May 21 9:00 - 9:15 **Jeremy*** December 18 - March 12 9:15 - 9:30 **Barbapapa** December 18 - March 12 9:00 - 9:30 **Come With Me*** May 28 - June 11
9:30	9:30 - 9:40 **Readalong*** September 14 - June 7 9:40 - 9:55 **Math Patrol II, III*** September 14 - February 8, May 10 - June 7 **Tune Up Time*** February 15 - May 3 9:55 - 10:00 **Alberta Heritage Vignettes** September 14 - June 7	9:30 - 9:40 **Readalong*** September 15 - June 8 9:40 - 9:55 **Wordshop*** September 15 - June 8 9:55 - 10:00 **Science International** September 15 - June 8	9:30 - 9:40 **Readalong*** September 16 - June 9 9:40 - 9:55 **All About You*** September 16 - June 9 9:55 - 10:00 **Alberta Heritage Vignettes** September 16 - June 9	9:30 - 9:40 **Readalong*** September 17 - June 10 9:40 - 9:55 **Inside Out*** September 17 - June 10 9:55 - 10:00 **Science International** September 17 - June 10	9:30 - 9:40 **Readalong*** September 18 - June 11 9:40 - 9:55 **Ripples*** September 18 - June 11 9:55 - 10:00 **Alberta Heritage Vignettes** September 18 - June 11
10:00	10:00 - 10:30 **Inside Japan** September 14 - January 4 **Dimensions in Science*** January 11 - April 12 **Planet of Man*** April 19 - June 7	10:00 - 10:30 **The Alberta Experience** September 15 - November 10 **Renewable Society** November 17 - March 30 10:00 - 10:15 **Futures** April 6 - June 8 10:15 - 10:30 **Through The Language Barrier*** April 6 - May 11 **Shadow Puppets** May 18 - June 8	10:00 - 10:30 **Car Owner's Maintenance Guide*** September 16 - December 9 **Finding My Own Way*** December 16 - June 9	10:00 - 10:30 **Footsteps** September 17 - February 11 **Speakeasy*** February 18 - March 18, May 20 - June 10 **In The Shadow Of The Giant** March 25 - May 13	10:00 - 10:30 **ACCESS Panorama** September 18 - June 11
10:30	10:30 - 10:35 **Write On!*** September 14 - June 7 10:35 - 10:45 **The Body Works*** September 14 - June 7 10:45 - 11:00 **Best of Cover to Cover I*** September 14 - January 11 **Bookbird*** January 18 - June 7	10:30 - 10:35 **Write On!*** September 15 - June 8 10:35 - 10:45 **The Body Works*** September 15 - June 8 10:45 - 10:55 **Parlez-Moi** September 15 - June 8 10:55 - 11:00 **Alberta Heritage Vignettes** September 15 - June 8	10:30 - 10:35 **Write On!*** September 16 - June 9 10:35 - 10:45 **The Body Works*** September 16 - June 9 10:45 - 11:00 **Best of Cover to Cover II*** September 16 - January 13 **Storybound** January 20 - June 9	10:30 - 10:35 **Write On!*** September 17 - June 10 10:35 - 10:45 **The Body Works*** September 17 - June 10 10:45 - 10:55 **Parlez-Moi** September 17 - June 10 10:55 - 11:00 **Alberta Heritage Vignettes** September 17 - June 10	10:30 - 10:35 **Write On!*** September 18 - June 11 10:35 - 10:45 **The Body Works*** September 18 - June 11 10:45 - 11:00 **Garage Gazette*** September 18 - October 16, March 12 - April 23 **E.Q.C. The Way To Go*** October 23 - January 8, April 30 - June 11 **Know Your World*** January 15 - March 5
	ACCESS Alberta School Broadcasts Television Schedule 10:00 — 10:30 a.m. CBC Network Stations and their affiliates.				
11:00	10:00 - 10:15 **Thinkabout*** October 19 - May 24 10:15 - 10:30 **Bookbird*** October 19 - February 15 **Players*** February 22 - April 19 **From Citizen To Citizen** April 26 - May 24	10:00 - 10:30 **Council Of Ministers of Education National Programming**	10:00 - 10:15 **Thinkabout*** October 14 - May 26 10:15 - 10:30 **On The Level*** October 14 - January 13 **Garage Gazette*** January 20 - February 17 **Bread And Butterflies*** February 24 - May 26	10:00 - 10:15 **Trade Offs*** October 15 - February 4 10:15 - 10:30 **Science International** October 15 - February 4 10:00 - 10:30 **The Way I See*** February 11 - April 22 **Resource Review** April 29 - May 13 **From Citizen To Citizen*** May 20 - May 27	10:00 - 10:30 **Council Of Ministers of Education National Programming**

*Support material was available for these series

Appendix F

CKUA Broadcast Schedule Fall/Winter 1981-82

Monday

6:00 am	**Morning** with Cameron Hayden Music; News; Information
9:00 am	**Concert at Nine** with Tony Dillon-Davis Concert hour of music from the classics.
10:00 am	**Shank of the Morning** with Tony Dillon-Davis Music for eclectic tastes, with community announcements.
11:00 am	**Musical Composition** (October 12 - May 31)
11:30 am	**Basic Life Science** (October 12 - January 25, May 10-31) **Alberta History** (February 1 - May 3)
11:45 am	**Lines on a Landscape** (October 12 - May 31)
12:00 noon	**Midday Magazine** News; Stock Market Report; Sports; Consumer Information; Call of the Land.
1:00 pm	**Concert at One** with Tony Dillon-Davis Concert music from the classics.
2:55 pm	**News**
3:00 pm	**Matinee** with Bill Coull Diverse music and information about educational activities; News; Stock Market Report; Entertainment.
5:30 pm	**News Magazine** Alberta, national and world news and special reports.
6:00 pm	**Music Hour** with Chris Allen Music from the classics with information on its origins.
7:00 pm	**Legal Maze** (October 12 - April 5)
7:30 pm	**Ensemble** (October 5 - March 29)
8:00 pm	**New York Philharmonic Orchestra** Zubin Mehta conducts the internationally acclaimed orchestra. (Charles River Broadcasting, N.Y.)
10:00 pm	**News Magazine** Alberta, national and world news and special reports.
10:30 pm	**Reviews** with Robert Block Review of available library materials.
11:00 pm	**Jazz** with Chris Allen
11:55 pm	**News**
12:00 mid.	**Still of the Night** with Chris Allen Western European classical music and the choices available.
2:00 am	Sign-Off

Tuesday

6:00 am	**Morning** with Cameron Hayden Music; News; Information
9:00 am	**Concert at Nine** with Tony Dillon-Davis Concert hour of music from the classics.
10:00 am	**Shank of the Morning** with Tony Dillon-Davis Music for eclectic tastes, with community announcements.
11:00 am	**Songs & Stories of Canada** (October 13 - February 9) **Our Nearest Neighbour: The United States** (February 16 - June 1)
11:30 am	**Soundscape** (October 13 - November 10) **Western Profiles** (November 17 - December 8) **School Files** (December 15 - June 1)
12:00 noon	**Midday Magazine** News; Stock Market Report; Sports; Consumer Information; Call of the Land.
1:00 pm	**Concert at One** with Tony Dillon-Davis Concert music from the classics.
2:55 pm	**News**
3:00 pm	**Matinee** with Bill Coull Diverse music and information about educational activities; News; Stock Market Report; Entertainment.
5:30 pm	**News Magazine** Alberta, national and world news and special reports.
6:00 pm	**Music Hour** with Chris Allen Music from the classics with information on its origins.
7:00 pm	**Sur Le Vif** (October 6 - May 11)
7:30 pm	**Something for Seniors** (October 13 - June 1)
8:00 pm	**Ragtime to Rolling Stones** (October 13 - June 1) Popular music and social history. (AU)
9:00 pm	**Studs Terkel** Interviews with authors and performers. (WFMT, Chicago)
10:00 pm	**News Magazine** Alberta, national and world news and special reports.
10:30 pm	**Current Thought in Education** Topics on teacher education and new educational concepts.
11:00 pm	**Jazz** with Chris Allen
11:55 pm	**News**

12:00 mid.	**Still of the Night** with Chris Allen Western European classical music and the choices available.
2:00 am	Sign-Off

Wednesday

6:00 am	**Morning** with Cameron Hayden Music; News; Information
9:00 am	**Concert at Nine** with Tony Dillon-Davis Concert hour of music from the classics.
10:00 am	**Shank of the Morning** with Tony Dillon-Davis Music for eclectic tastes, with community announcements.
11:00 am	**Listening to Literature** (October 14 - June 2)
11:25 am	**Childsong** (October 14 - June 2)
11:45 am	**On the Level** (October 14 - January 13, April 28 - June 2) **It's Up To You** (January 20 - April 21)
12:00 noon	**Midday Magazine** News; Stock Market Report; Sports; Consumer Information; Call of the Land.
1:00 pm	**Concert at One** with Tony Dillon-Davis Concert music from the classics.
2:55 pm	**News**
3:00 pm	**Matinee** with Bill Coull Diverse music and information about educational activities; News; Stock Market Report; Entertainment.
5:30 pm	**News Magazine** Alberta, national and world news and special reports.
6:00 pm	**Music Hour** with Chris Allen Music from the classics with information on its origins.
7:00 pm	**Money's Worth** (October 14 - January 6) **Taking Care of Business** (January 13 - April 7)
7:30 pm	**Extensions** (October 14 - January 6) **Science Digest** (January 13 - April 7)
8:00 pm	**Boston Symphony Concert** Programs of the Boston Symphony Orchestra. (Symphony Trust.)
10:00 pm	**News Magazine** Alberta, national and world news and special reports.
10:30 pm	**Opera Interlude** with Bill Beard Music from the world of opera and song.
11:00 pm	**Jazz** with Chris Allen
11:55 pm	**News**
12:00 mid.	**Still of the Night** with Chris Allen Western European classical music and the choices available.
2:00 am	Sign-Off

Thursday

6:00 am	**Morning** with Cameron Hayden Music; News; Information
9:00 am	**Concert at Nine** with Tony Dillon-Davis Concert hour of music from the classics.
10:00 am	**Shank of the Morning** with Tony Dillon-Davis Music for eclectic tastes, with community announcements.
11:00 am	**Discover . . . With David Suzuki** (October 15 - June 3)
11:30 am	**High School Storytellers** (October 15 - June 3)
11:45 am	**Native Programming** (October 15 - June 3)
12:00 noon	**Midday Magazine** News; Stock Market Report; Sports; Consumer Information; Call of the Land.
1:00 pm	**Concert at One** with Tony Dillon-Davis Concert music from the classics.
2:55 pm	**News**
3:00 pm	**Matinee** with Bill Coull Diverse music and information about educational activities; News; Stock Market Report; Entertainment.
5:30 pm	**News Magazine** Alberta, national and world news and special reports.
6:00 pm	**Music Hour** with Chris Allen Music from the classics with information on its origins.
7:00 pm	**Allez France** (October 8 - April 22)
7:30 pm	**Writers and Thinkers** (October 15 - June 3) Great literary works are dramatized, with profiles on the authors. (AU/CKUA/BBC/CBC/OU).
10:00 pm	**News Magazine** Alberta, national and world news and special reports.
10:30 pm	**Current Affairs Journal/ International Call** (alternating weekly) Alberta-oriented current affairs documentaries/ Current world news magazine. (BBC)
11:00 pm	**Jazz** with Chris Allen
11:55 pm	**News**
12:00 mid.	**Still of the Night** with Chris Allen Western European classical music and the choices available.
2:00 am	Sign-Off

Friday

6:00 am	**Morning** with Cameron Hayden Music; News; Information
9:00 am	**Concert at Nine** with Tony Dillon-Davis Concert hour of music from the classics.
10:00 am	**Shank of the Morning** with Tony Dillon-Davis Music for eclectic tastes, with community announcements.
11:00 am	**Sound and Music** (October 16 - May 7) **Soundscape** (May 14 - June 11

11:30 am	**History Highlights** (October 16 - February 12) **Contemporary Issues in Canada** (February 19 - June 11)
12:00 noon	**Midday Magazine** News; Stock Market Report; Sports; Consumer Information; Call of the Land.
1:00 pm	**Concert at One** with Tony Dillon-Davis Concert music from the classics.
2:55 pm	**News**
3:00 pm	**Matinee** with Bill Coull Diverse music and information about educational activities; News; Stock Market Report; Entertainment.
5:30 pm	**News Magazine** Alberta, national and world news and special reports.
6:00 pm	**Music Hour** with Chris Allen Music from the classics with information on its origins.
7:00 pm	**Alberta South** (October 16 - June 4)
7:30 pm	**Paper Tyger** (October 16 - January 8) **Studio Work in Progress** (January 15 - June 4)
8:00 p.m.	**Producer's Choice** (to December 23, 1981) CKUA announcers present programming to a theme. **Voiceprint** (from January 1 - March 26, 1982) Exploring language: its operations, processes and the ways it is learned, used and abused. (U of A).
9:00 p.m.	**Matt Hedley Presents** Music from the recordings of the San Francisco collector.
10:00 pm	**News Magazine** Alberta, national and world news and special reports.
10:30 pm	**International Science Report** Trends in world science. (BFA)
11:00 pm	**Jazz** with Chris Allen
11:55 pm	**News**
12:00 mid.	**Still of the Night** with Chris Allen Western European classical music and the choices available.
2:00 am	Sign-Off

Saturday

6:00 am	**Saturday Morning Concert** with Brian Dunsmore Mostly music with News at 6:30, 6:55, 7:55 and 8:55 and Sports at 7:00 and 8:00.
9:00 am	**Showtime** with Murray Davis Selections from musical theatre which demonstrate its scope and development.
10:00 am	**News**
10:10 am	**Speaker of the Week** Prominent speakers in Alberta
11:00 am	**Ensemble** (October 10 - April 3)
11:30 am	**Sur Le Vif** (October 10 - May 15)
12:00 noon	**News and Sports**
12:15 pm	**Natch'l Blues** with Holger Petersen Background and biographical information about various regional styles of blues, with examples.
1:00 pm	**Jazz** with Darrell Podlubny
3:55 pm	**News**
4:00 pm	**Ragtime to Rolling Stones** (October 17 - June 5) Popular music and social history. (AU) (Repeat of Tuesday at 8:00 pm)
5:00 pm	**Hollywood Gold** with Anne Alexander The music, myths and mystique of Hollywood and the silver screen.
6:00 pm	**My Music / My Word** (alternating weekly) Panel games in which John Amis and Frank Muir match wits against Ian Wallace and Dennis Norton. (BBC)
6:30 pm	**News and Sports**
6:45 pm	**Centre Stage** with Susan Burghardt Guests from various performing arts discuss their work.
7:00 pm	**University Concert Hall** (October 17 - April 10) Concerts from the Department of Music (U of A)
8:00 p.m.	**Jazz Interactions** with Marc Vasey Jazz, with conversations about the newest developments.
9:00 p.m.	**H.P. Sauce** with Holger Petersen Promising and established musicians discuss their music and lifestyles and perform examples of their work.
10:00 pm	**Best of Steptoe & Son** (to October 31, 1981) British comedy series. **Comic References** with Peter Palfenier (from November 7, 1981) The art of comedy, off-the-record.
10:30 pm	**Later That Same Evening** with Michael Skeet Unusual combinations of contemporary and traditional music.
2:00 am	Sign-Off

Sunday

6:00 am	**Sunday Breakfast** with Brian Dunsmore Mostly music with News at 6:30, 7:00 and 8:00
8:30 am	**Just Because We're Kids** (October 11 - June 6) with Sharon Vasey Music and stories for young children, including contributions by children.
9:00 am	**News and Sports**
9:15 am	**Solar Tutorial** News and views on alternate energy sources.
9:45 am	**Province in Print** What Alberta's newspapers are saying about the issues of the day.
10:00 am	**Your World** Information about issues which affect all societies. (BBC)
10:15 am	**The Old Disc Jockey** with John Worthington Music of the big-band era prior to 1950.
11:00 am	**Current Affairs Journal/International Call** (alternating weekly) Alberta-oriented current affairs documentaries/ Current world news magazine. (BBC) (repeat of Thursday at 10:30 p.m.)
11:30 am	**Allez France** (October 11 - April 25)

12:00 noon	**News and Sports**
12:15 pm	**World of Education** Interviews and discussion on topics related to education from pre-school to post-graduate. (BBC)
12:30 pm	**Old Country Melodies** Music from a different part of Britain each week.
1:00 pm	**Dreams So Real** with Darrell Podlubny Highlights new musical releases and information about music in Alberta.
3:00 pm	**Producer's Choice** (to December 27, 1981) CKUA announcers present programming to a theme Repeat of Friday at 8:00 p.m.
4:00 pm	**Speak Up** (October 18 - April 25) English as a second language.
4:30 pm	**The Native Voice** A public exchange of information for Native people.
5:30 pm	**Polish/ Danish Program** alternating weekly
5:50 pm	**Ukrainian/ Norwegian Program** alternating weekly
6:10 pm	**Hungarian/ Swedish Program** alternating weekly
6:30 pm	**News and Sports**
6:45 pm	**Man and Molecules** Investigates the many absorbing facets of the biological sciences, both in research and practice. (American Chemical Society).
7:00 pm	**Cultural Crossroads** (October 18 - June 6) Alberta's ethno-cultural heritage is explored through music and discussion.
8:00 p.m.	**Continental Musicale** with Gaby Haas Popular music from continental Europe.
9:00 p.m.	**Pickin' Up The Pieces** with Holger Petersen Folk and contemporary music.
9:30 am	**Another Sunday Night** with Michael Skeet Unusual combinations of contemporary and traditional music.
10:00 pm	**News and Sports**
10:15 pm	**Another Sunday Night** with Michael Skeet Unusual combinations of contemporary and traditional music.
1:00 am	Sign-Off

Appendix G

Project Outreach Broadcast Schedule by Contributing Organizations

Mondays and Wednesdays, 6-9 pm
January 18 - June 30, 1982

ACCESS Alberta

Opening Program — Interactive Press Conference
Monday, January 18; 6-9 pm

Computers in Education
Monday, April 5; 7-9 pm

The Alberta Experience/Inside Japan
Monday, April 12; 6-7 pm

Futures/Dimensions in Science
Monday, May 24; 6-7 pm

Safer than a Sock/The Family and the Law
Monday, April 12; 7-8 pm

The Persons Case
Monday, April 12; 8-9 pm

Marie Ann/Renewable Society
Monday, May 24; 7-8 pm

We've Come a Long Way Together
Monday, May 24; 8-9 pm

Fast Forward
Wednesdays; April 28, May 12, 26, June 9, 23; 7-7:30 pm

Alberta Alcohol and Drug Abuse Commission

Pills and Pilsener
Mondays, March 15 - April 15; 6-7 pm
Mondays, May 31 - June 28; 6-7 pm

Alberta Consumer and Corporate Affairs

Managing Months Ahead
Wednesdays, April 7 - May 26; 6-7 pm

Alberta Correspondence School Branch

Trigonometry
Wednesdays, March 10 - April 14; 7-7:30 pm

Alberta Education

Let's Talk About Education
Wednesdays; April 21, May 5, 19, June 2, 16, 30; 7-7:30 pm

Alberta Native Communications Society

From Smoke Signals to Satellites
Mondays; February 1, March 22, April 19, May 31, June 28; 7-9 pm

Alberta Teachers' Association

Parents and Education
Wednesdays, February 10 - March 3; 7-8 pm

Athabasca University

Stress Management
Mondays, January 25 - March 8; 6-7 pm

Urban Conflict and Change
Wednesdays, March 17 - 31; 6-7 pm

French 103 "Ensemble"
Wednesdays, January 20 - June 30; 8-9 pm

Cross Cancer Clinic

Cancer Information
Monday, March 15; 7-9 pm
Wednesdays, June 23 - 30; 6-7 pm

Edmonton Catholic School District

Living Today
Mondays, June 7 - 21; 7-9 pm

Grande Prairie Regional College

Self Esteem: Monitoring Yours
Wednesdays, June 2 - 16; 6-7 pm

Grant MacEwan Community College

Library Technician — Technical Processing I
Mondays, April 19 - May 17; 6-7 pm

Cardiopulmonary Resuscitation — The Heart Savers
Mondays, January 25, March 8, April 26, May 17; 7-9 pm

Northern Alberta Institute of Technology

Energy Efficiency in Housing Construction
Mondays, February 8 - March 1; 7-9 pm

Metrification in the Food Industry
Wednesday, January 20; 6-8 pm

Southern Alberta Institute of Technology

Basic Photography
Wednesdays, March 10 - June 30; 7:30-8 pm

University of Alberta

Project Omega — Satellite Maps in the Classroom
Monday, March 22; 7-9 pm

Food Safety
Wednesdays, January 27 - March 10; 6-7 pm

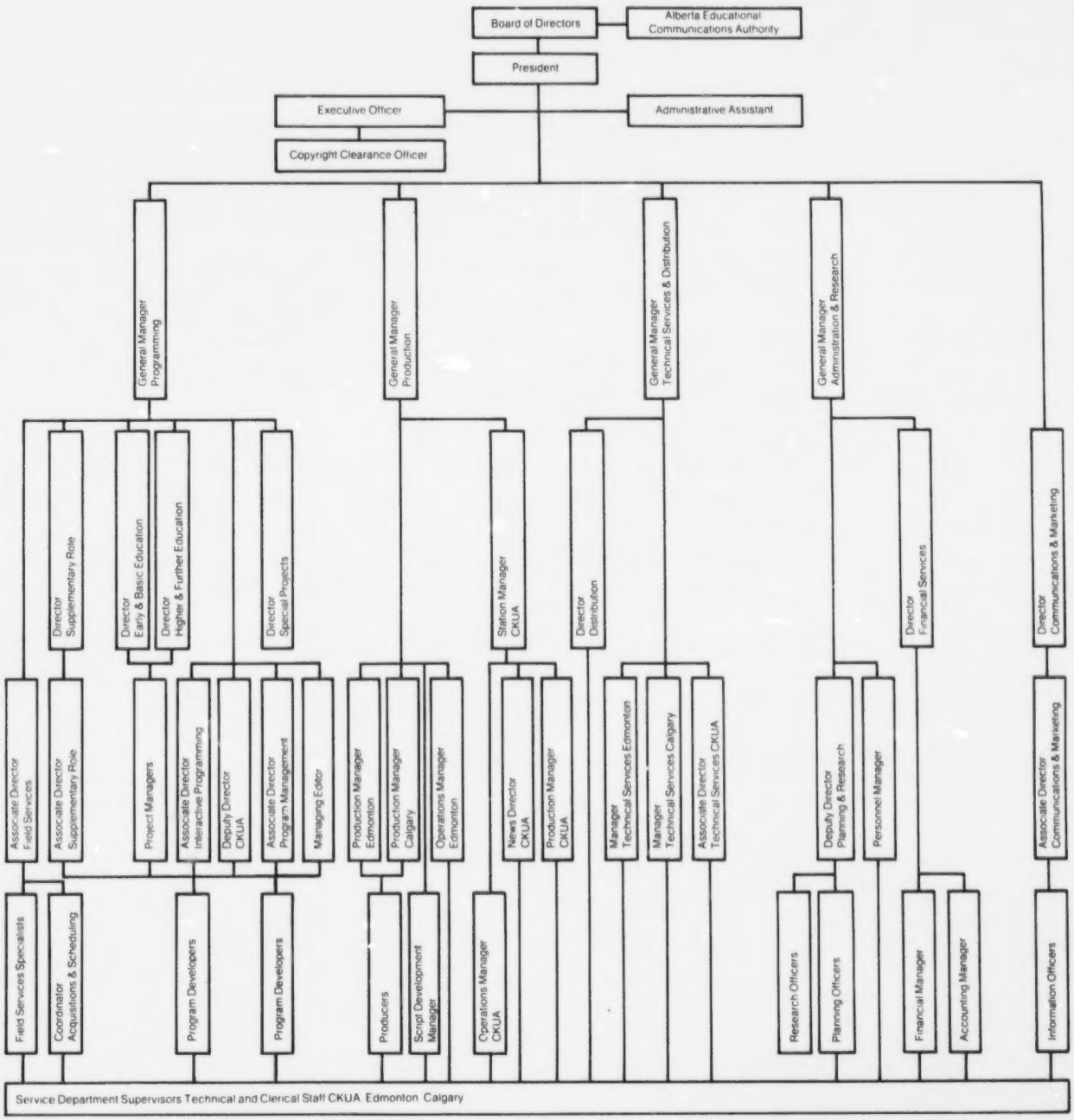
Appendix H

Staff Complement
March, 1982

		Management & Non-Union Level					Union Grades			Total Salaried	Part-time
		1-2	3-4	5-6	7-8	9-10	1-3	4-6	7-9		
Programming		5	4	3	4	1		3	3	23	(1)
Edmonton											
Calgary		1	1	4	1			1	1	9	
CKUA			1	2	1				1	5	
Field Services			1	7					2	10	4
Production		1	1	4	3	(1)	4	13(2)	3(2)	29(5)	2
Edmonton											
Calgary			1	1(1)	2		1	4(2)	3	12(3)	
CKUA		1	2	1	1	1	16	2	5(1)	29(1)	6(1)
Technical Services & Distribution		2				2	5	4	20	33	
Distribution											
Technical Services			1	2			11(2)			14(2)	
Administration & Research		2	1	5(1)	3	3	1		11	26(1)	
Corporate Services	**President 1**	2	2	4	1(1)	1	1	3	2	17(1)	1
Positions Filled (Vacant)	1	14	15	33(2)	16(1)	8(1)	39(2)	30(4)	51(3)	207(13)	13(2)
									Total Staff Complement	220	

Appendix I

Organization Chart
March 31, 1982



Appendix J

Alberta Educational Communications Corporation Private Sector Shares of 1981-1982 and 1980-1981 Expenditures

	1981-82 Fiscal Year Actual Expenses		1980-81 Fiscal Year Actual Expenses	
	$	%	$	%
Productions				
Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services)	976,796	7.6	1,026,416	9.0
External Productions	288,119	2.2	556,186	4.9
Announcer, Performer, Musician and Copyright fees	584,196	4.6	465,965	4.1
Films, Tapes & Record Purchases	677,893	5.3	577,636	5.1
Film Processing, Film Lab and Sound Lab Services	151,976	1.2	289,740	2.5
	2,678,980	20.9	2,915,943	25.6
Acquisitions	474,927	3.7	51,592	.5
Purchased Air Time & Transmission	1,040,101	8.1	1,113,198	9.8
External Printing	470,010	3.7	282,811	2.5
Advertising	67,920	.5	102,374	9
	537,930	4.2	385,185	3.4
Agency and Professional Services	190,205	1.4	147,838	1.3
Building Rent, Janitorial and Security Services	450,737	3.5	416,890	3.6
***Other General Expenses**	1,424,038	11.1	1,181,695	10.4
Total Private Sector	6,796,918	52.9	6,212,341	54.6
**Total Non-Private Sector	6,049,604	47.1	5,169,786	45.4
Total Corporate Expenditures	12,846,522	100.0	11,382,127	100.0

*Telephones, Utilities, Office Supplies, etc.
**Largely made up of Manpower Costs

Appendix K

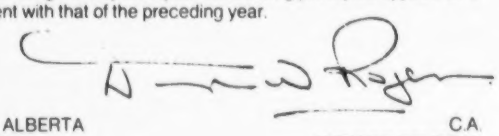
The Alberta Educational Communications Corporation Financial Statements March 31, 1982

AUDITOR'S REPORT

To the Directors of The Alberta Educational Communications Corporation
and the Members of The Alberta Educational Communications Authority

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1982 and the statements of operations, operating surplus, capital surplus and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1982 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.



EDMONTON, ALBERTA
AUGUST 6, 1982

C.A.
AUDITOR GENERAL

Balance Sheet 42
Statement of Operations 43
Statement of Operating Surplus 44
Statement of Capital Surplus 44
Statement of Changes in Financial Position 45
Notes to the Financial Statements 46
Schedule of Expenses 48

The Alberta Educational Communications Corporation
Balance Sheet
as at March 31, 1982

Assets	1982	1981
Current	**$**	**$**
Cash and short-term deposits	810,478	2,572,573
Receivables (Note 3)	175,604	394,794
Inventories, at the lower of cost and net realizable value	218,416	127,263
Prepaid expenses	43,837	53,079
	1,248,335	3,147,709
Property, equipment and leasehold improvements (Note 4)	4,103,369	3,654,445
Long-term licence (Note 6)	78,000	82,500
	5,429,704	6,884,654
Liabilities		
Current		
Deferred revenue	11,037	1,752,936
Payables and accruals	623,220	827,665
Production credits	20,221	38,884
Deposits on production (Note 7)	78,920	70,572
	733,398	2,690,057
Contractual obligations, commitments and contingencies (Note 9)		
Surplus		
Operating surplus (deficit) (Note 8)	154,221	(80,623)
Capital surplus represented by investment in fixed assets and unexpended capital funds (Note 10)	4,542,085	4,275,220
	4,696,306	4,194,597
	5,429,704	6,884,654

The accompanying notes are part of these financial statements.

The Alberta Educational Communications Corporation Statement of Operations for the Year Ended March 31, 1982

	1982	1981
	$	$
Contributions from the Province of Alberta — operating	11,344,000	9,433,918
Direct costs recovered on production of programs	675,131	538,846
Revenue from program sales, video and audio dubbing (Note 11)	514,248	307,605
Interest on short-term investments	471,017	312,494
Other	76,970	107,243
	13,081,366	10,700,106
Development and production expenses, Schedule 1	7,210,245	6,420,097
Utilization and distribution expenses, Schedule 1	3,199,339	2,725,821
Program support expenses, Schedule 1	2,436,938	2,236,209
	12,846,522	11,382,127
Operating surplus (deficit) for the year (Note 8)	234,844	(682,021)

The Alberta Educational Communications Corporation Statement of Operating Surplus for the Year Ended March 31, 1982

	1982	1981
	$	$
Operating surplus (deficit) at beginning of year	(80,623)	601,398
Operating surplus (deficit) for the year	234,844	(682,021)
Operating surplus (deficit) at end of year	154,221	(80,623)

The Alberta Educational Communications Corporation Statement of Capital Surplus for the Year Ended March 31, 1982

	1982	1981
	$	$
Balance at beginning of year	4,275,220	4,055,959
Capital grants — Province of Alberta	1,000,000	870,000
Gain on disposal of fixed assets	1,742	93,177
	5,276,962	5,019,136
Depreciation and amortization (Note 10)	734,877	743,916
Balance at end of year	4,542,085	4,275,220
Balance at end of year represented by: Property, equipment and leasehold improvements less accumulated depreciation	4,103,369	3,654,445
Unexpended capital funds, net of accumulated gains and losses on disposal of property, equipment and leasehold improvements	438,716	620,775
	4,542,085	4,275,220

The Alberta Educational Communications Corporation Statement of Changes in Financial Position for the Year Ended March 31, 1982

	1982	1981
	$	$
Financial resources were provided by		
Operations		
Operating surplus for the year	234,844	—
Amortization of long-term licence, not affecting working capital	4,500	—
	239,344	—
Capital grants — Province of Alberta	1,000,000	870,000
Proceeds from disposal of fixed assets	27,585	158,612
	1,266,929	1,028,612
Financial resources were used for		
Operations		
Operating deficit for the year	—	682,021
Amortization of long-term licence, not affecting working capital	—	4,500
	—	677,521
Additions to		
Assets under construction	109,089	116,514
Automobiles and trucks	38,669	70,903
Furniture, fixtures and office equipment	201,163	51,262
Leasehold improvements	34,423	38,420
Mobile equipment	—	1,308
Studio and technical equipment	826,300	500,650
Transmission equipment	—	27,608
	1,209,644	1,484,686
Increase (decrease) in working capital	57,285	(455,574)
Working capital at beginning of year	457,652	913,226
Working capital at end of year	514,937	457,652

The Alberta Educational Communications Corporation Notes to Financial Statements March 31, 1982

Note 1 Authority

The Alberta Educational Communications Corporation operates under the authority of The Alberta Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980.

Note 2 Significant Accounting Policies

Program Acquisition and Production

All direct costs of programs developed and produced by the Corporation and programs purchased from other agencies are charged against operations in the year incurred as no significant cost recoveries are normally expected from these programs after the initial year of production and broadcasting.

Property, Equipment and Leasehold Improvements

Property, equipment and leasehold improvements are stated at cost less accumulated depreciation and amortization. Depreciation of automobiles, trucks, studio and technical equipment and furniture, calculated on the straight-line method, is based on the estimated useful life of each group of assets less 15% salvage value, except for automobiles and trucks, where the salvage value has been estimated at 30% of the original cost. Buildings are depreciated on the straight-line basis over their estimated useful life of 30 years at which time they are not expected to have any salvage value.

Leasehold improvements are amortized over the remaining term of the lease plus one renewal period thereafter. Land improvements are amortized over a maximum term of 10 years.

No depreciation has been provided on assets under construction as these assets were not in operation as of March 31, 1982.

Note 3 Receivables

Receivables consist of the following:

	1982	1981
	$	$
Trade	111,142	355,351
Accountable advances	14,740	15,134
Other	49,722	24,309
	175,604	394,794

Note 4 Property, Equipment and Leasehold Improvements

	1982			1981
	Cost	Accumulated Depreciation and Amortization	Net Book Value	Net Book Value
	$	$	$	$
Assets under construction (Note 5)	196,072	—	196,072	205,379
Automobiles and trucks	169,322	73,264	96,058	109,437
Buildings and land improvements	279,956	58,641	221,315	232,562
Furniture and fixtures	283,642	166,221	117,421	122,211
Leasehold improvements	784,107	537,242	246,865	277,914
Mobile equipment	335,320	283,492	51,828	76,234
Office equipment	338,040	99,713	238,327	86,460
Studio and technical equipment	6,039,299	3,103,816	2,935,483	2,544,248
	8,425,758	4,322,389	4,103,369	3,654,445

Depreciation and amortization provided for the current year totalled $734,877 (1981 $743,916).

Note 5 Assets Under Construction

As construction was completed in the year on the Athabasca, Edson, Ft. McMurray, Hinton and Whitecourt transmitter sites, costs accumulated with respect to these sites were transferred to studio and technical equipment. During the year, the Corporation incurred costs on the transmitter sites as follows:

	Additions		Total
	1982	1982	1981
	$	$	$
Athabasca	10,049	27,315	17,266
Edson	736	22,675	21,939
Ft. McMurray	1,051	21,323	20,272
Hanna	82,559	146,997	64,438
Hinton	1,113	26,284	25,171
Spirit River	12,023	13,878	1,855
Vermilion/Wainwright	850	35,197	34,347
Whitecourt	708	20,799	20,091
	109,089	314,468	205,379
Less			
Costs transferred to studio and technical equipment	13,657	118,396	104,739
	95,432	196,072	100,640

Note 5 Assets Under Construction (continued)

Construction work has been temporarily suspended at the Vermilion/Wainwright site, pending an investigation on the suitability of the site. The Hanna and Spirt River sites also require further work before completion.

At March 31, 1982, the cost to complete these capital projects in progress is estimated to be $191,600 (1981 $305,000).

Note 6 Long-Term Licence

During 1979 the Corporation entered into a long-term agreement whereby a licence to utilize certain broadcast facilities for the CKUA FM network was obtained for a 20 year period expiring August 1, 1999 at a cost of $90,000. The prepayment of the cost was recorded as a deferred charge and is being amortized on a straight-line basis over the life of the agreement.

Note 7 Deposits on Productions

Advances received from outside educational institutions for anticipated costs of future program productions are deposited initially into a separate bank account. The production costs relating to these programs and incurred by the Corporation are subsequently recovered by it from the deposits received. The deposits on productions of $78,920 (1981 $70,572) represent costs to be recovered in the future.

Note 8 Productions in Progress

The Corporation had a number of productions in progress at March 31, 1982. The costs for the completion of these productions in progress are estimated at $2,070,000 (1981 $1,353,000).

Note 9 Contractual Obligations, Commitments and Contingencies

The Corporation's premises and certain transmitter sites are leased for various terms expiring on dates between March 31, 1983 and March 31, 1995. The annual rental charges on leased transmitter sites are approximately $545,241 (1981 $647,000). The Corporation has contracted for the purchase of air time for the 1982-83 fiscal year in the amount of $460,415.

On March 31, 1982 the Corporation had estimated outstanding commitments of $65,500 (1981 $137,000) for the purchase of fixed assets.

Note 10 Capital Surplus

The capital surplus consists of grants made to the Corporation by the Province of Alberta for the purchase of capital assets. The provision for depreciation and amortization has been deducted from the capital surplus in the amount of $734,877 for the current year and $4,322,389 to date.

Note 11 Revenue from Program Sales, Video and Audio Dubbing

Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta. Revenue from program sales during the fiscal year amounted to $30,431 (1981 $13,249).

Audio and videotape required for the dubbing of programs requested by various educational institutions in Alberta is provided by the Corporation at its cost. The tape costs recovered during the year amounted to $483,817 (1981 $294,356).

Note 12 Comparative Figures

The 1981 figures have been restated where necessary to conform to 1982 presentation.

Note 13 Approval of Financial Statements

These financial statements were reviewed by management on August 6, 1982 and recommended for approval by the Board.

The Alberta Educational Communications Corporation
Schedule of Expenses
for the Year Ended
March 31, 1982

	Development and Production	
	1982	1981
	$	$
Advertising and promotion	12,159	3,282
Announcer, performer and musician fees	244,096	358,867
Audio and video supplies	164,473	216,419
Cinematography-freelance	244,634	115,027
Computer services	1,889	—
Conferences, conventions and workshops	37,534	35,472
Consultants	141,606	146,053
Continuity, research and scriptwriting	228,618	261,299
Copyrights, clearances and residuals	274,580	101,389
Directors' fees	—	—
Employee benefits	300,477	233,726
Entertainment and public relations	6,785	3,357
Evaluation costs	1,519	4,645
External productions	288,119	556,186
Film processing, editing and special lab work	139,998	278,615
Film stock	35,294	53,218
Graphics and printing	231,312	134,528
Insurance	371	1,666
Licenses, permits and taxes	(14,404)	14,239
Make-up services and costumes	14,852	18,673
Miscellaneous	110,872	8,056
Office supplies and photocopying	24,962	26,922
Postage, freight and express	34,731	32,512
Production and direction-freelance	256,757	438,905
Professional fees	—	2,000
Program acquisitions	474,927	51,592
Purchased air time	—	—
Rentals and leases	188,018	134,545
Repairs and maintenance	16,415	19,637
Salaries	3,351,035	2,809,597
Sets, props and staging supplies	35,810	17,853
Subscriptions, publications and fees	4,409	2,314
Telephone and telegraph	89,193	78,003
Travel	267,063	261,193
Utilities	2,141	307
	7,210,245	6,420,097

Utilization and Distribution 1982	Utilization and Distribution 1981	Program Support 1982	Program Support 1981	Total 1982	Total 1981
$	$	$	$	$	$
—	—	55,761	99,092	67,920	102,374
—	41	4,760	2,708	248,856	361,616
465,133	303,496	9,529	3,338	639,135	523,253
—	—	—	—	244,634	115,027
4,403	1,220	100,412	62,251	106,704	63,471
7,527	6,182	14,584	10,390	59,645	52,044
2,846	3,954	33,081	56,002	177,533	206,009
—	81	1,200	395	229,818	261,775
26	—	60,734	2,960	335,340	104,349
—	—	18,625	21,030	18,625	21,030
94,517	71,307	129,007	109,239	524,001	414,272
351	448	8,034	3,217	15,170	7,022
—	—	(921)	8,683	598	13,328
—	—	—	—	288,119	556,186
7	40	11,971	11,085	151,976	289,740
23	—	3,441	1,165	38,758	54,383
73,895	21,642	164,803	126,641	470,010	282,811
102	559	9,469	12,673	9,942	14,898
6,673	5,565	10,363	25,464	2,632	45,268
—	—	1,599	—	16,451	18,673
12,033	27,433	22,859	3,624	145,764	39,113
28,797	22,045	62,375	48,840	116,134	97,807
43,587	24,965	29,906	26,371	108,224	83,848
11,967	—	75,563	45,983	344,287	484,888
—	—	47,574	22,411	47,574	24,411
—	—	—	—	474,927	51,592
579,958	792,137	—	—	579,958	792,137
460,143	321,061	262,719	282,345	910,880	737,951
206,138	166,026	24,738	21,188	247,291	206,851
1,016,211	835,969	1,139,732	1,088,918	5,506,978	4,734,484
88	337	3,140	6	39,038	18,196
16,104	14,872	2,520	1,252	23,033	18,438
41,816	17,835	51,902	58,785	182,911	154,623
41,116	26,119	77,458	77,555	385,637	364,867
85,878	62,487	—	2,598	88,019	65,392
3,199,339	2,725,821	2,436,938	2,236,209	12,846,522	11,382,127